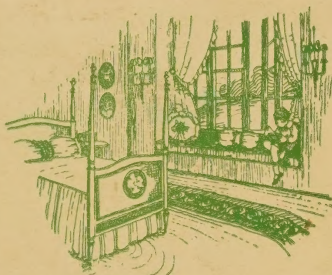
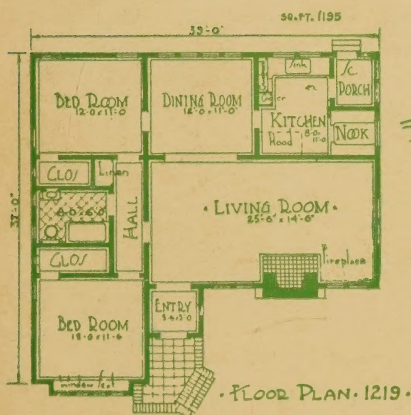


A BOOK OF HOME PLANS AND REMODELING SUGGESTIONS



• FRONT ELEVATION •



INTERIOR DETAIL
OF
BED ROOM

Service Department

THE DIAMOND MATCH COMPANY

Lumber and Materials for Better Homes
48 Yards in Northern California
MAIN OFFICE—CHICO, CALIF.

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SPECIAL NOTICE

Most all of the homes featured in this book will look equally as attractive constructed of siding, shingles, brick, or stucco regardless of the material they are shown in. Alternate roofing material can also be used if desired.

Price One Dollar

While the plans in this book were not created by Certified Architects, they have been developed by competent draftsmen who specialize in modern home planning.



HERE— In this book you will find the greatest variety of inexpensive home building suggestions, ideas and plans ever featured. Each one a distinctive creation in itself, no two alike, and they represent all sizes, kinds and styles of modern architecture.

These plans were selected with great care and are worthy of your most serious consideration.

Whether you are desirous of building a home of your own or one for sale, the information this book conveys will be of untold value to you.

REMEMBER PLEASE— It costs as much to build ordinary houses as it does real homes that have been created by competent experts. In carefully planned homes the working details show and tell contractors what to do and how to do it, that you, as a home builder, may receive maximum home value for money you invest. That means beauty and convenience without adding to the cost.

Realizing this, it is foolish to invest your money in labor and materials or even contemplate starting construction work until you have decided definitely in advance what you want, what to use and how you are to have it built.

FOR YOUR CONVENIENCE— We have retained the services of these home planning experts, and under our cooperative plan we are able to serve you efficiently. Their offices are located in Los Angeles, the fashion center of Ideal Homes, and the results of their efforts are furnished you through our firm in this trade territory. A service that would be prohibitive were you to secure it through any other source.

AT
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HOME REMODELING AND MODERNIZING IS A VERY IMPORTANT MOVEMENT

IN THIS BOOK you will find many illustrations and descriptions of materials and improvements that will help you to decide on what to do and use in making your home a more convenient and attractive place in which to live.

In addition to the comforts and pleasures your modernized home will provide, you will be adding more real value to your possession than the cost of doing the work.

Your home represents too much of your savings for you to allow it to grow old-fashioned, out of date and deteriorate in value.

Around your home are many things you would like to do or change—possibly a new roof, paint, paper, new plumbing and electric fixtures—tile and cabinets in kitchen and bath, hardwood floors, screens, trellises, etc.

Many times a simple change in the roof line will completely alter the exterior appearance. The space now occupied by porches that keep fresh air and sunlight from the interior of the home, should either be torn away or transformed into sun parlors, dens, libraries, nooks, etc.

Interior partitions can be rearranged to permit of greater conveniences, ceilings lowered, windows changed, and in connection with the kitchen, breakfast nooks and breakfast rooms can be provided.

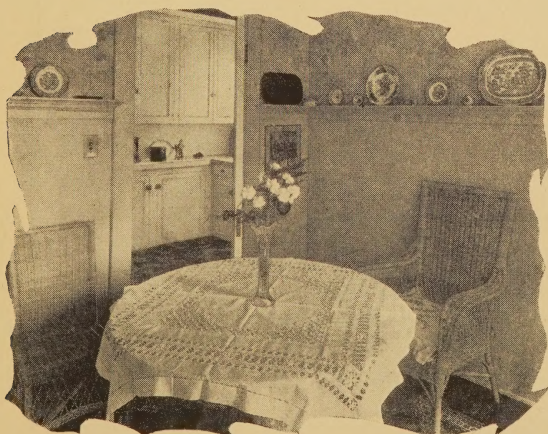
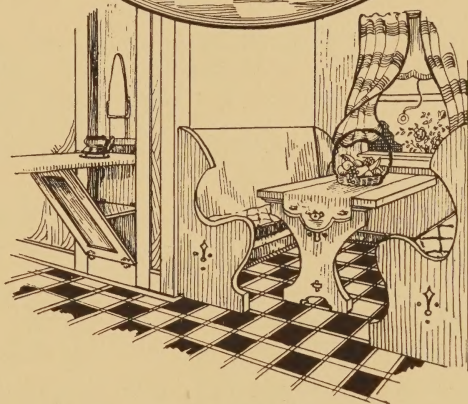
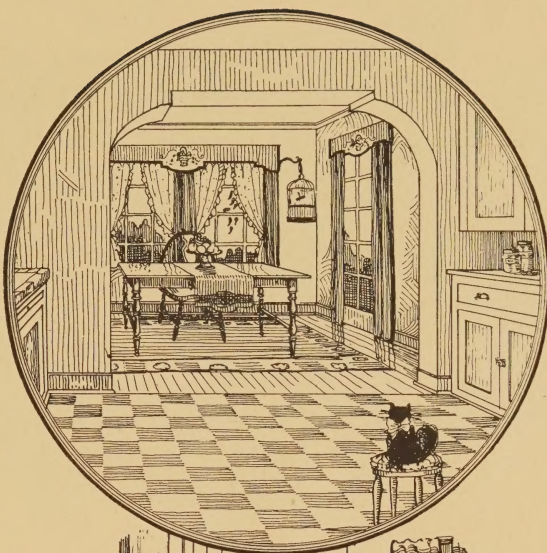
There are numerous changes that builders can suggest in both the exterior and interior that will add to the attractiveness and convenience of your present home.

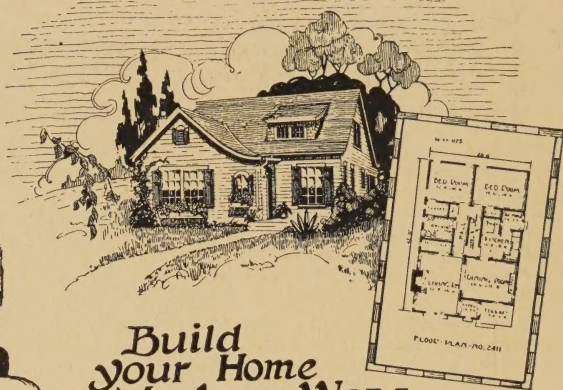
What you should do is to decide upon the alteration or addition you are most in need of, then after this particular work is completed, immediately start setting aside a given amount each week or month for home improvements and soon you will find every member of the family fully in accord with your good intention and in this way your home will receive the continuous consideration it is rightfully entitled.

Breakfast nooks and alcoves are economical to install. The small space they occupy, convenience they give and time saved, makes them indispensable units of every home, large or small. They represent the world's greatest invention for conserving time and labor; and they can easily be built into your present home, either in the kitchen, pass-pantry, back screened porch, or by adding a small room.

Breakfast alcoves and nooks derive their name from being constructed in a small space surrounded by three walls with window in exposed end, and usually with cased or arched opening. Here also is where table and seats are built right into the room, as shown in illustration.

Breakfast rooms are miniature dining rooms with sufficient space for table and chairs. These can be made very attractive with wicker or painted furniture and appropriate draperies. So popular have they become that in many of the smaller homes today they have taken the place of the dining room. These rooms should be so constructed that they will receive the morning sun and decorated to give a cheerful atmosphere.





Build Your Home the Modern Way with fully developed carefully detailed "Building Plans"

BY PROCURING detailed plans and specifications for your contractor to build from you will be telling him exactly what you want and how to construct every department of the home in detail; this will eliminate all misunderstanding and guess work construction and your completed home will be an exact duplicate of the home you select from this book.

All of the homes shown excepting the Spanish, would be equally as attractive constructed of siding, shingles, stucco or brick.

In case there are changes you would like to make in any of the plans shown, your contractor can easily do this for you on the blue prints you secure from us.

The blue print plans show all four elevations foundation and floor plans, with everything fully detailed, together with book of general specifications.

Practical building plans represent the best investment you can make, saving you many times their cost in time, labor and mistakes.

The one-story home plans and specifications are furnished at \$10.00 per set—three sets covering the same construction for \$20.00. Two-story home plans are \$15.00 per set, three sets for \$25.00. Duplicate sets must be ordered with the original.

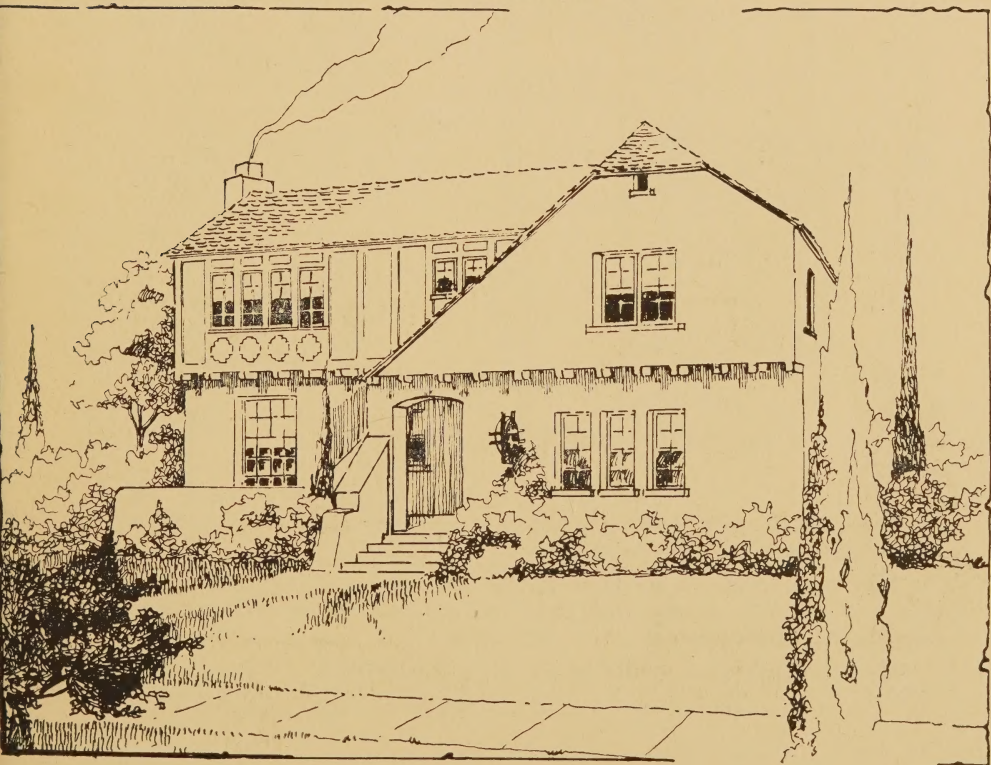
Lumbermen's Service Assn.

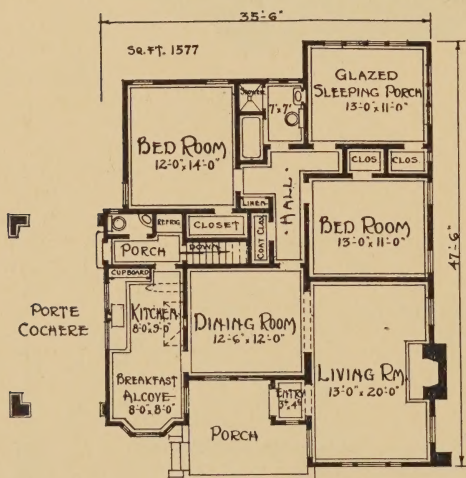
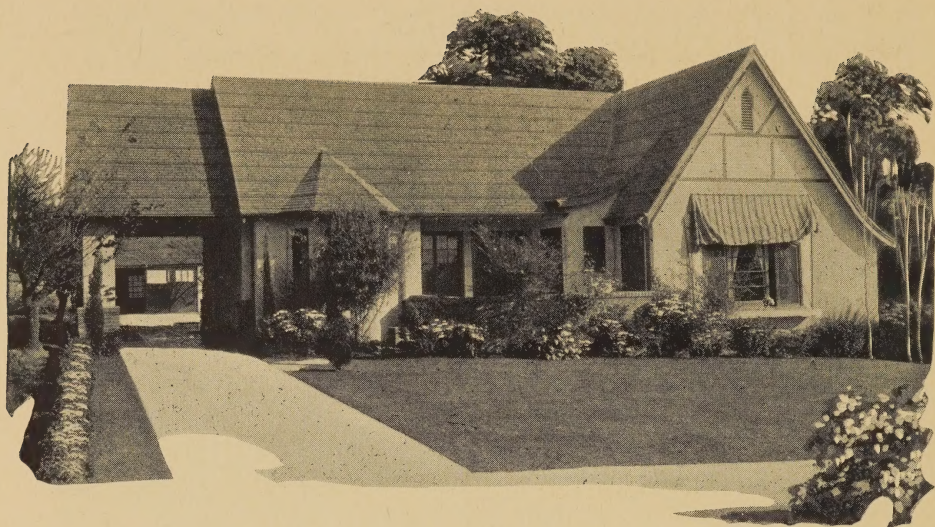
FAY BUILDING, LOS ANGELES, CALIFORNIA.

The exterior of this little home is modern now. By removing center dormer and wide overhang of roof, then constructing well balanced gables to cover entry and floor space that has been added to the living room, we have produced a very charming, inexpensive transformation.



An old home made young again. Here, by removing porch and one gable and cutting roof back to wall line has permitted extending roof line of remaining gable to cover entry, giving the front of the home a very pleasing appearance.





FLOOR PLAN - No. 2589

Porte Cochere Home

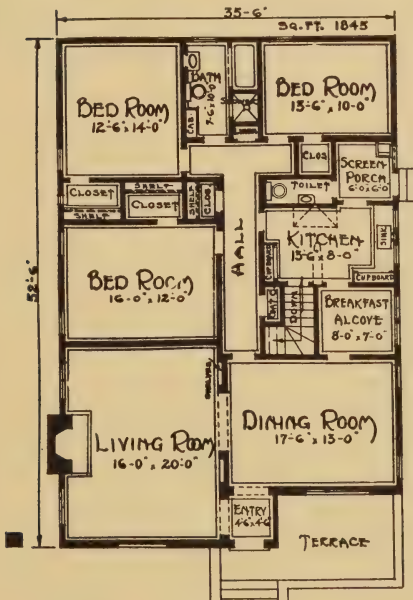
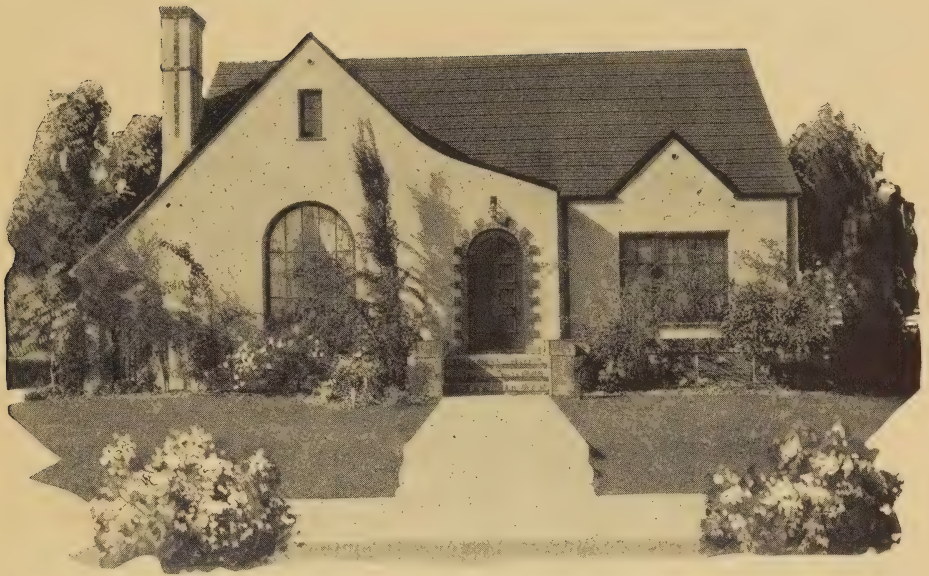
This plan has been designed for a fifty foot lot - is attractive and ultra modern.

The shadow effect on the roof is secured by laying a double row of shingles every sixth course. The living room, dining room and breakfast alcove all have front exposures. One of the three bed rooms is arranged as a sleeping porch - the bath has a separate built-in shower. On the side porch is located a utility toilet, recessed refrigerator and an inside stairway to basement.

Modern home books featuring a variety of up-to-date plans are an indispensable service to any city, town or community.

They make it possible for home builders everywhere to adopt the very latest ideas, and the ready-to-build-from plans that are available for each of these designs, furnish an architectural service unsurpassed.

This ideal plan is a reflection of beauty and convenience.



FLOOR PLAN No. 2601

You'll like this one.

The rooms are large and conveniently arranged, living room with high ceiling, leaded glass oval window, three bed rooms with connecting closets, separate lavatory on back screened porch, and kitchen with modern conveniences.

Our Service shows you just how your new home will look and what the interior arrangements will be - and the complete detailed blue print plans executed by competent home planning experts makes it possible for you to secure a real architectural service at minimum cost.

It is an expensive undertaking to build without complete plans.

This semi-English home with its appealing exterior lines and modern floor plan arrangement should be given special consideration.



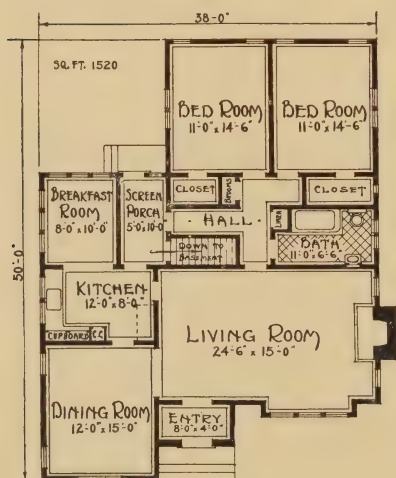
The Beauty, Warmth and Durability of Hard Woods Recommends Their Use.





Redwood and Knotty Pine Make Ideal Interior Finishes.





• FLOOR PLAN - No. 2552



*Appreciative of Its Distinctiveness and Cheery Atmosphere—
Grateful for the Comfort and Protection It Bestows—
Thankful for the Blessings and Privileges Which
Make It a "World of Its Own"—Your Home.*

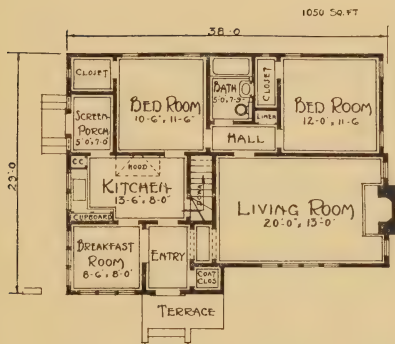
These are wonderful thoughts. Homes are truly man's greatest achievement, and when the planning and building is given over to those whose business it is to create attractiveness with maximum of convenience, it is then ideal, worth-while homes are made a reality.

Too many times homes are constructed with absolute disregard for beauty in so far as the exterior appearance is concerned, and the interiors made ridiculous because of the haphazard manner in which the rooms are divided.

Appreciating fully that it costs no more to build modern, attractive, convenient homes than it does the ordinary variety, the wonder is that so many will undertake investing their savings in building materials and labor and receive in return homes which reflect anything but a pleasing atmosphere.

The large, well lighted living room with fireplace and window seat is sure to make its appeal, as are the enclosed entry; attractive dining room; compact, convenient kitchen; pleasing breakfast room; two-large bed rooms and carefully designed center hall that provides direct connection with bath.

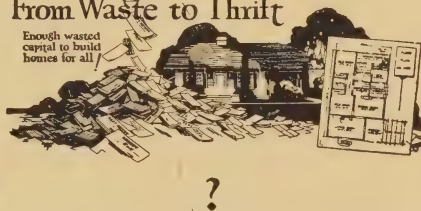
Modern Interiors provide convenient places for everything. They are sanitary, inexpensive and indispensable.



• FLOOR PLAN - NO. 2570

From Waste to Thrift

Enough wasted capital to build houses for all!



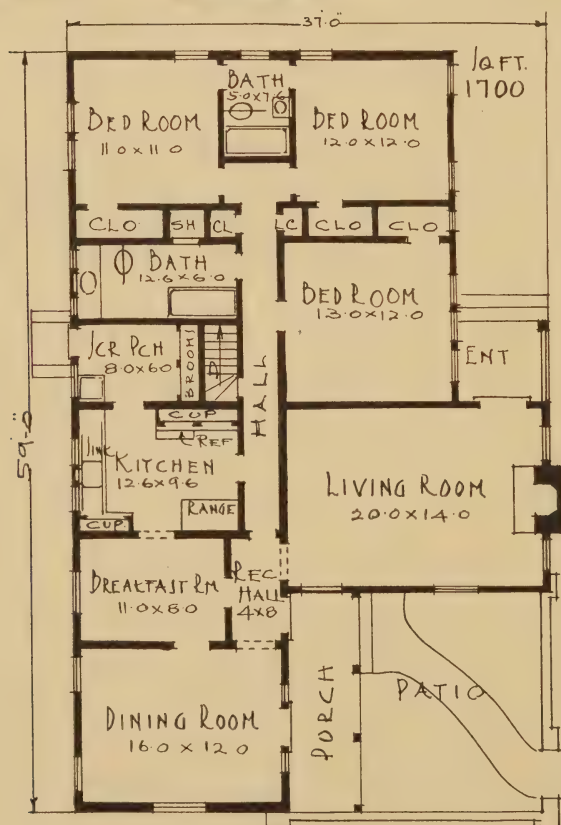
How many valuable dollars have you invested in rent receipts and—

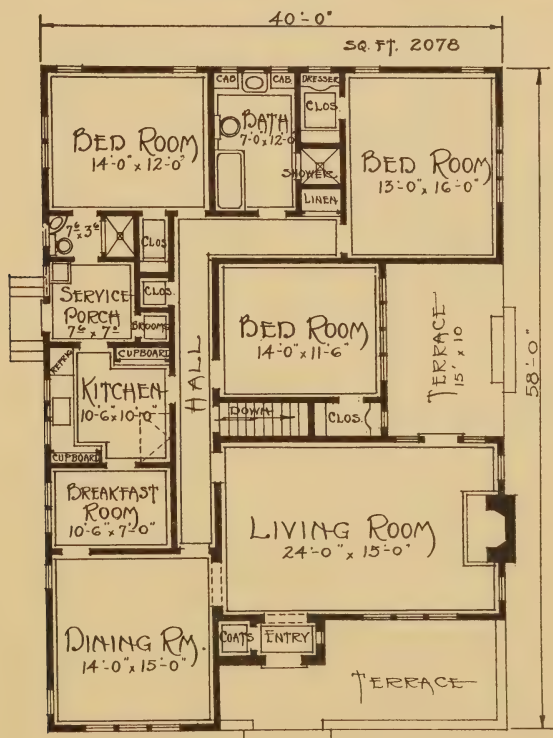
How long are you going to continue this waste? Remember—

The same money you pay out for rent will meet payments on a home and before you hardly realize it you will have saved a substantial amount and in a few short years be a happy Home Owner. Better resolve today to change the wording of your monthly receipts and make them read payments on a home instead of just worthless paper.

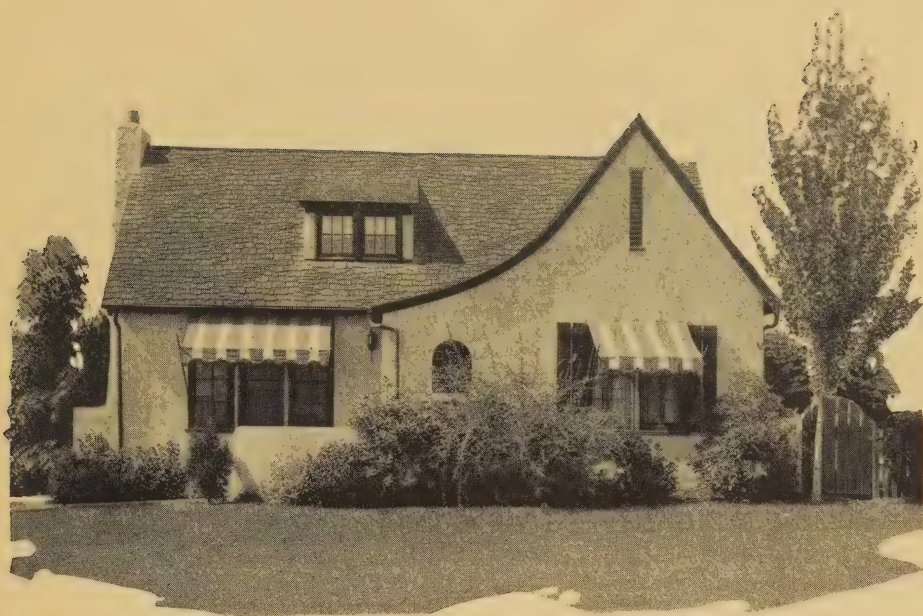
Graceful lines—a wide appearing front, coupled with an unusually well arranged interior, makes this home plan a decided favorite.

Everything necessary to make this a model home is incorporated. Entry hall with coat closet, cheerful, well lighted breakfast room, small connecting hall, basement and spacious living room. While the exterior is shown in stucco, it would be just as pleasing constructed of siding, shingles or brick.

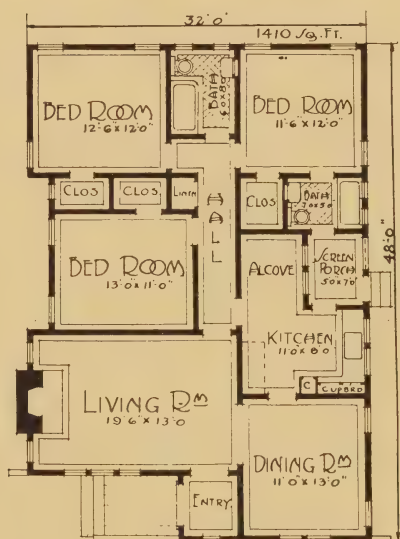




page 15



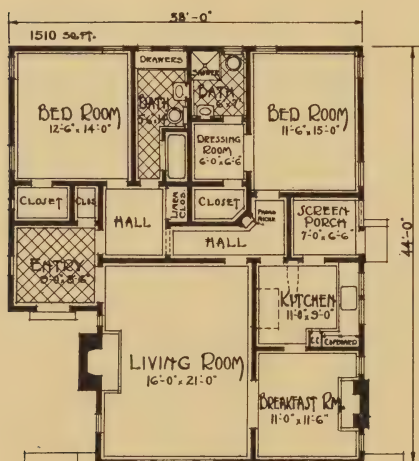
• FLOOR PLAN • NO. 2503 •



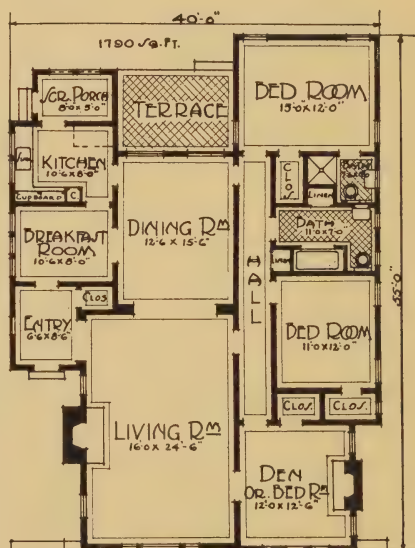
• FLOOR PLAN • NO 2504

No other environments are comparable to those found in Ideal Homes.

And the surest way to create happiness and contentment is to own an attractive, well planned and well constructed home of your own.



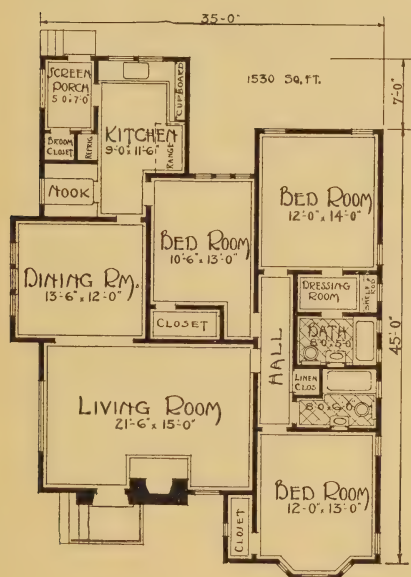
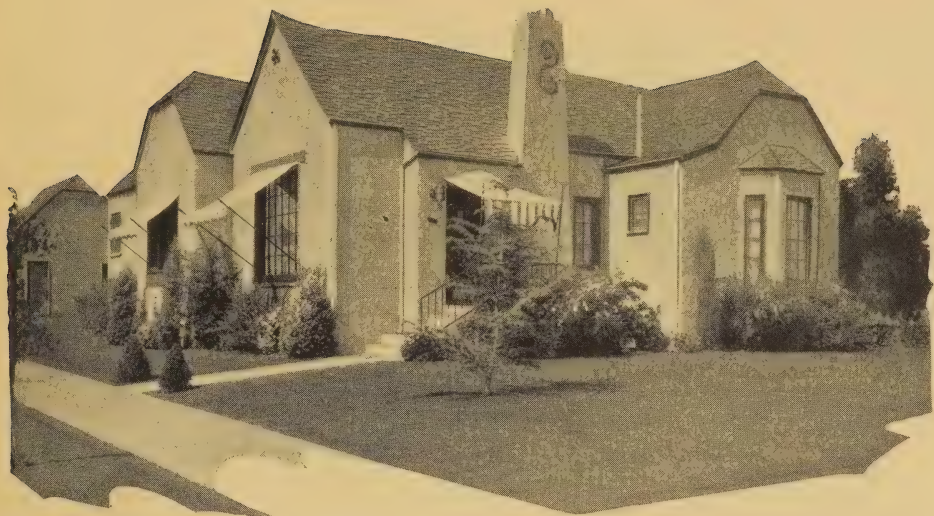
FLOOR PLAN No. 2509



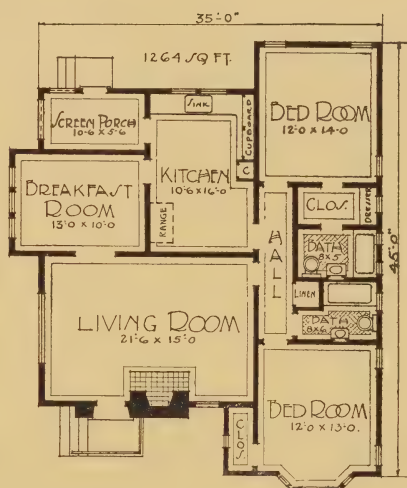
FLOOR PLAN No. 2510

Dignity commands respect and consideration.

That is why this carefully detailed plan is so popular with particular home builders.



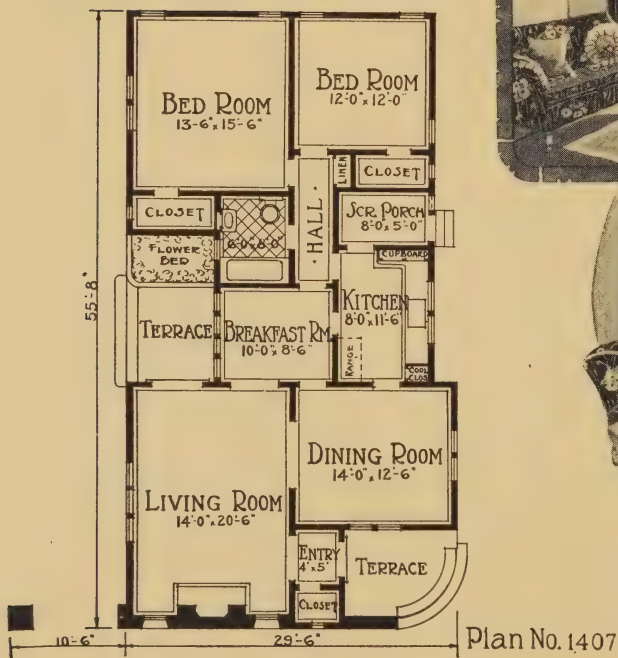
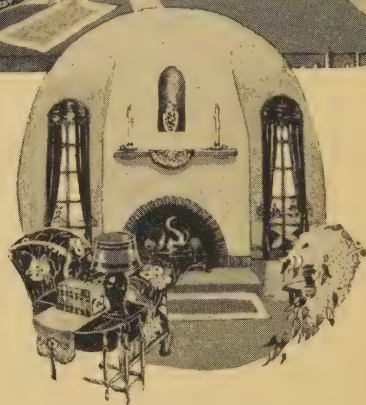
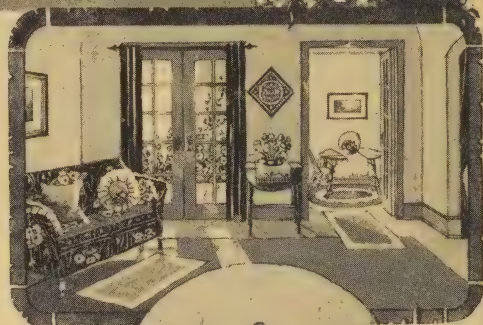
• FLOOR PLAN NO. 2505 •



• FLOOR PLAN NO. 2506 •

Only a master home designer with a world of experience in planning would be able to create a home like this. Just one little slip and you have lost that something which makes for complete harmony.

The random laid shingles produces a very pleasing appearance—the irregular ridge is made by nailing on odd shaped strips before shingles are applied.



Pride of home ownership is one of the strongest of all civilizing influences and is one dominating factor for happiness, contentment, love and devotion, assuring perpetual protection.

The more distinctive and convenient you build your home the greater will be its attraction, and surely if this ideal plan will meet and care for your requirements you will be making no mistake in adopting it to build from.



38'-0"

SCREEN PORCH
5'-6" x 6'-6"

KITCHEN
12'-0" x 8'-0"

BREAKFAST
ALCOVE
8'-0" x 8'-0"

DINING ROOM
12'-0" x 11'-0"

BED ROOM
12'-0" x 11'-0"

LIVING ROOM
24'-6" x 14'-0"

ENTRY
7'-0" x 7'-0"

BATH
8'-0" x 6'-6"

HALL

CLOSET

CLOSET

CLOSET

TERRACE

38'-0"

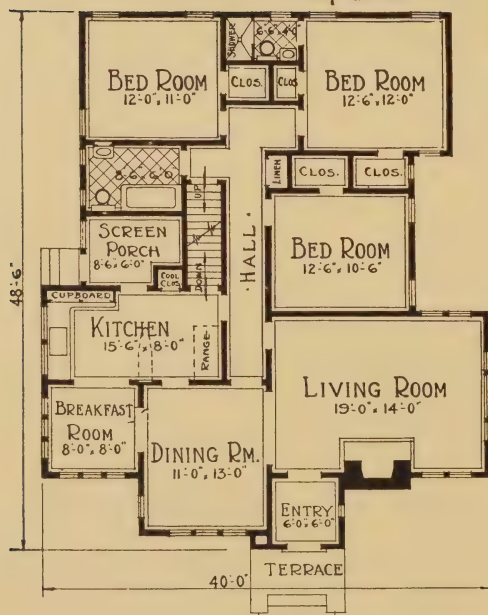
Plan No. 1404

Submitting for your consideration the home beautiful, the very latest in modern home construction.

Note the attractive terrace, the entry with large closet, spacious living room, sunny breakfast alcove, compact kitchen and utility shower bath. All of these features are housed within a most pleasing exterior.



Sq. Ft. 1552

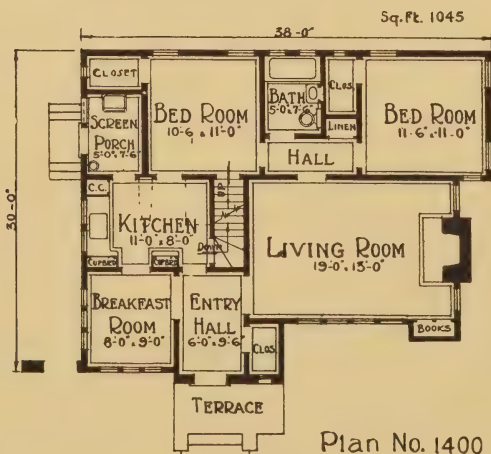
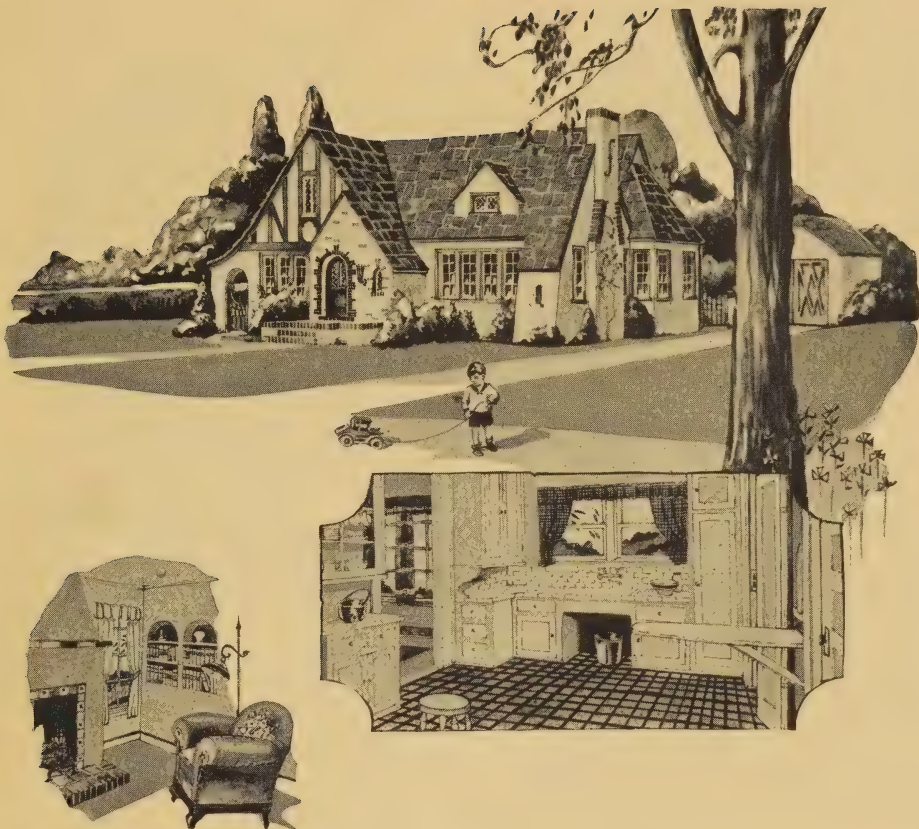


Plan No. 1401

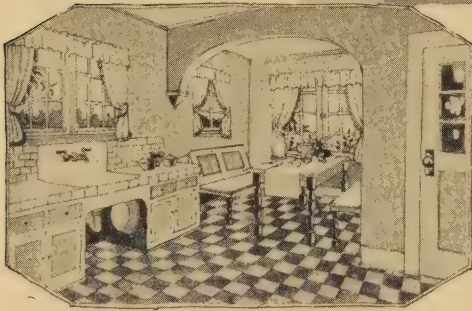
HERE ~

Is an illustration of a home you will want to build.

The three bed rooms, two baths and space above for two or more rooms makes it a plan that can be adopted to meet your requirements. It is not only compact & convenient but also ultra modern.

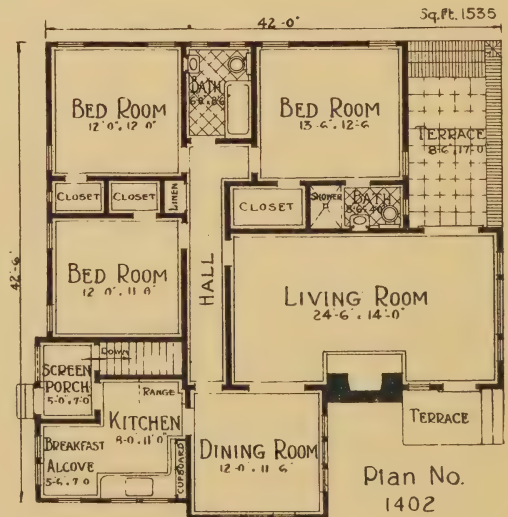


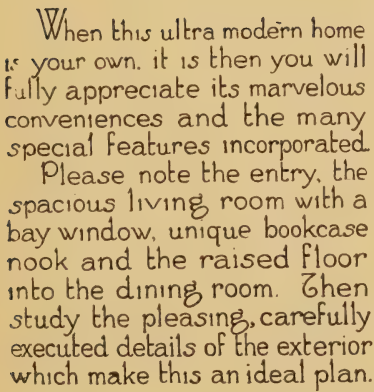
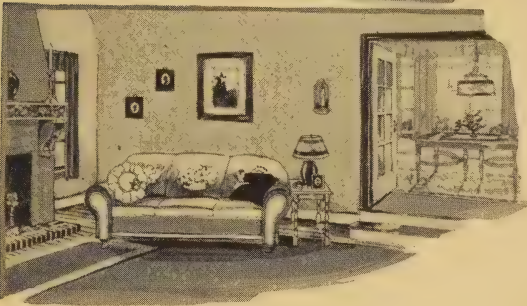
In submitting this pleasing home plan of modernized English design for your consideration you cannot help but admire the many practical features included in both the exterior & floor plan arrangements and in addition there is sufficient space in attic for two or more rooms.

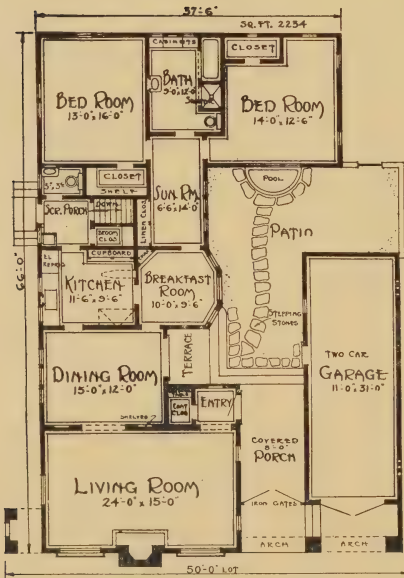
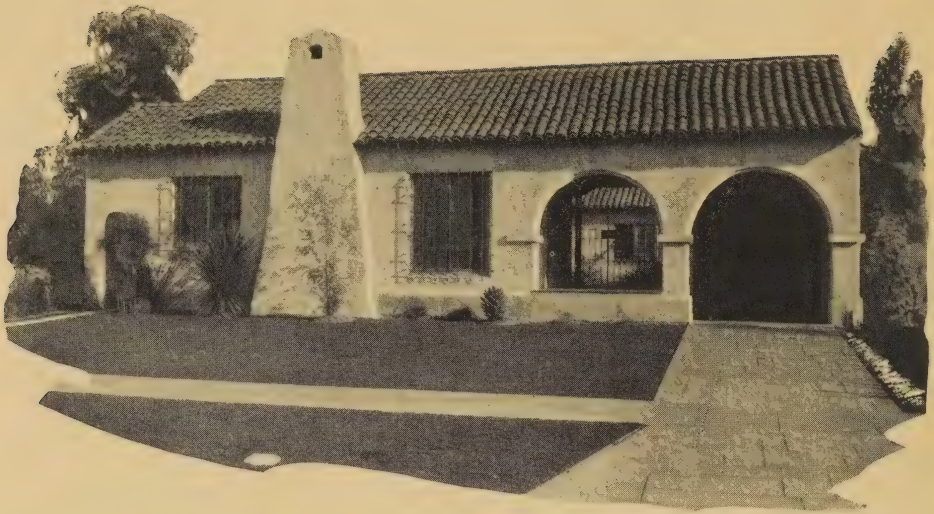


This ideal home plan has many original distinctive thoughts, each playing its part in producing the attractiveness and conveniences reflected.

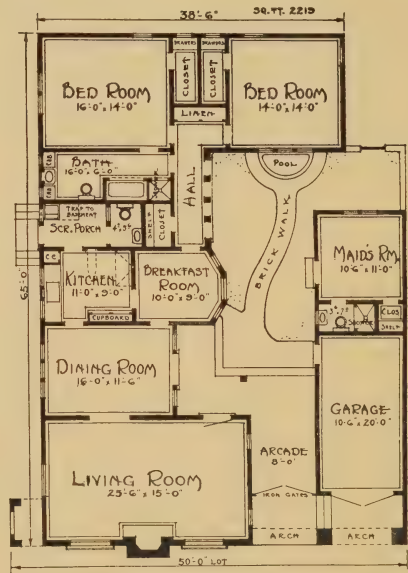
May we ask that you give the various details incorporated your most careful consideration







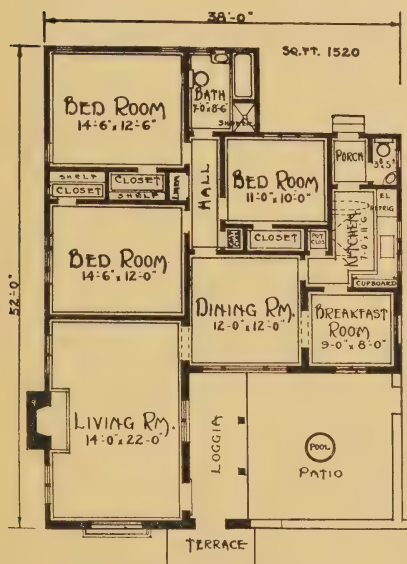
FLOOR - PLAN - NO. 2597



FLOOR - PLAN - NO. 2598

This carefully detailed dignified home, with connecting garage, reflects an amazing amount of attractiveness and convenience, and from the alternate floor plans, little if any trouble should be experienced in adopting it to meet and care for your requirements.

The inside patio is a wonderful feature, provides ideal space for recreation, pleasing exposure for the rooms and is a real beauty spot. Altogether it is a home that is truly different and appealing.



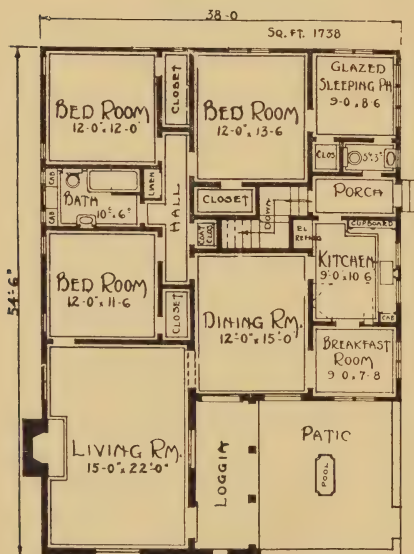
FLOOR PLAN No. 2591

American Spanish

A real Spanish home with unique roof line. The patio connects with loggia that leads directly into the living room which is well lighted and has a beamed ceiling. Note the ideal exposure of the dining room and breakfast room facing the patio. Then there is a small hall that connects all three bed rooms with bath that has a built-in shower. Adjoining the model kitchen and connected with the porch is a convenient toilet. Not one feature has been overlooked in making this a real home.

One of the very latest ideas in modern home architecture. It contains many features that cannot help but please. A home you will always be proud of and one that will be the envy of your friends.

It is a home that reflects comfort, durability and satisfaction in its every detail.



FLOOR PLAN No. 2593

Modernized Spanish

A home with lawn patio, fountain pool and connecting loggia.

The living room has a beamed ceiling. Dining and breakfast rooms have patio exposures. The kitchen has all modern features including built-in refrigerator and recessed hood over range. A small hall connects the three bed rooms with a well arranged bath - adjoining one bed room is a glassed-in sleeping porch with access to a utility toilet. The enclosed stairway from the side porch leads to the basement.

Here attractive Spanish features are successfully used in a plan that can be reproduced at an astonishingly low figure.

Notice how the American idea of convenience and comfort is retained without the slightest sacrifice to the lines of the Mediterranean idea of the picturesque.

The enclosed patio in connection with the loggia makes a charming private retreat and affords the adjoining windows an intimate and cosy view of the pool and garden.



• FLOOR PLAN No. 2585

Rustic Spanish

The dark brown stained shingles and trim gives this home a very enchanting appearance. The patio located as it is divides this plan into a unit home with sleeping accommodations on the one side—dining, breakfast room and kitchen on the opposite side, all with ideal exposures. The connecting passage with arched openings is also a decided feature.

This is an ideal home plan adaptable to any locality.

No other realization that you are privileged to attain can even compare to the pride and satisfaction you receive through the possession of an artistic home.

My Home—That's pride.

Realization—That's thrift.

Protection—That's love.

Satisfaction—That's final.

And a well-built home will reflect the best investment you can make.

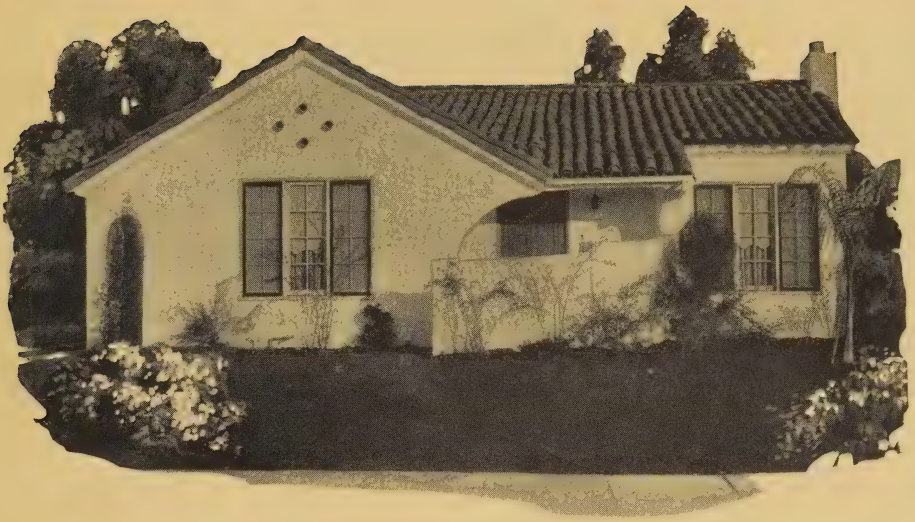


FLOOR PLAN No. 2587

Monterey Spanish

An exterior that is different a home that you will love to call your own. There is a small lawn patio that leads to the entry with connecting coat closet - the living and dining room open on to the side terrace - a small hall connects the bath with a separate built-in shower to the two bed rooms, one with connecting sleeping porch. With a modern kitchen and basement this is a real plan for a wonderful home.

Just ask each member of your family whether or not they would be willing to sacrifice timely pleasures and contribute a part of that useless expense toward building this wonder home.



-FLOOR PLAN- No. 2588

Modified Spanish

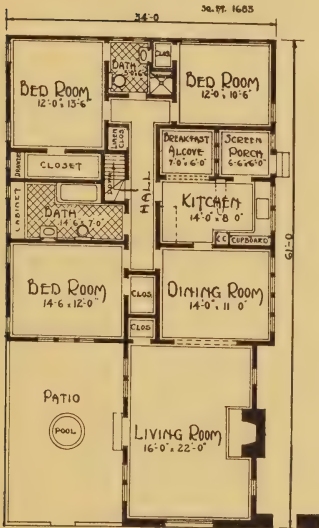
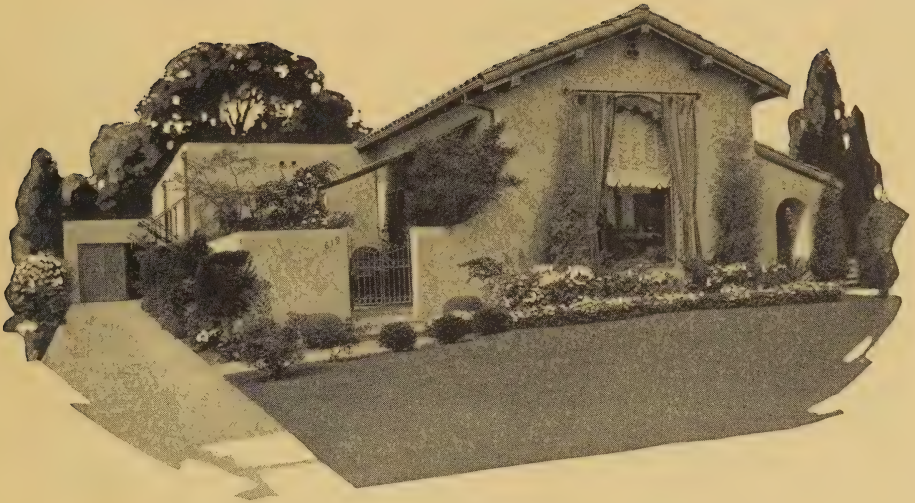
This clean cut little Spanish home will make strong appeals for adoption.

The spacious living room ideal for entertaining - the connecting dinette exposed to the rose bordered terrace - a kitchen equipped for convenience - small connecting hall - bath with added shower and large well lighted bed rooms makes this one of the best small home plans ever created.

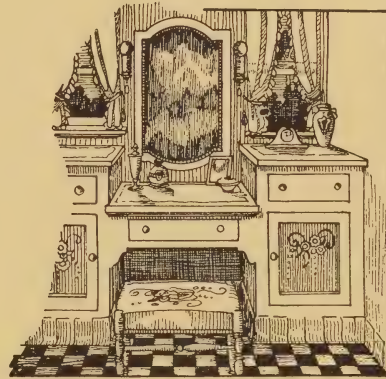
They just don't create them any cosier than this one or more pleasing to look at, and if it will meet your requirements for a home, do not hesitate to accept it to build from.

It's a little dream home, simple in design, yet very effective and inexpensive too.

Man dreams and promises much—but womanhood is never contented until she is mistress of her own home.



• FLOOR PLAN - No. 2517

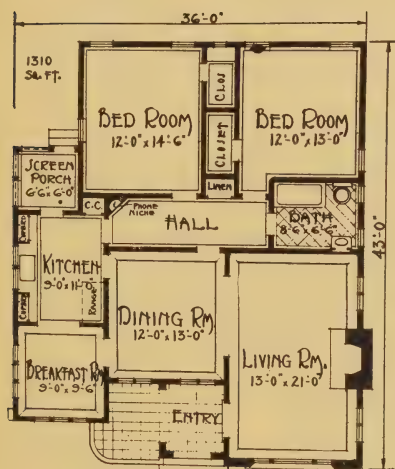


You and your family will be happy in a home like this, because it is the very last word in modern architecture, beautifully proportioned with every convenience incorporated.

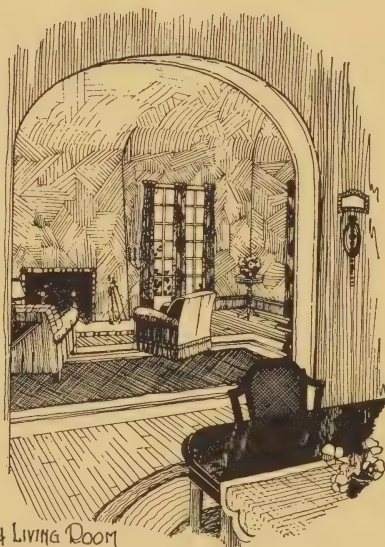
Three bed rooms, two baths, basement, alcove breakfast room, spacious living room and ideal exposures for every room.

While the rear has flat roof, sufficient ventilation has been provided to keep the rooms cool.

It's a home you would be proud of.



• FLOOR PLAN NO. 2483

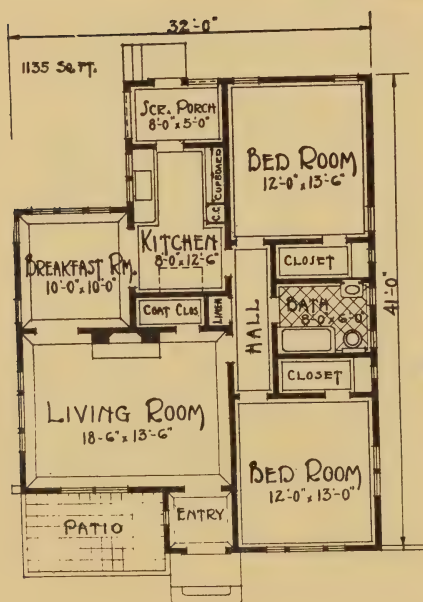
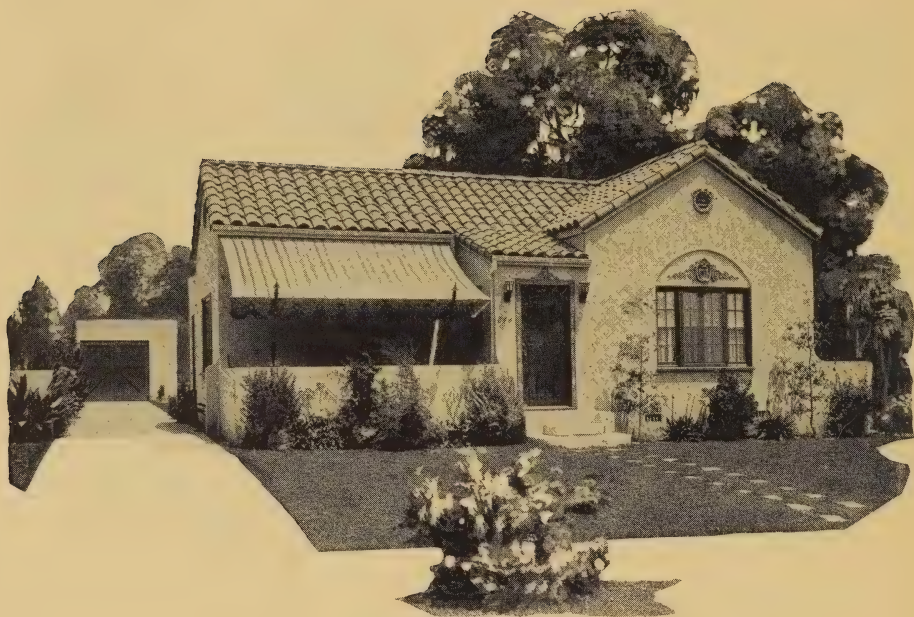


VIEW of LIVING ROOM
from DINING ROOM

A little Spanish home that looks like a real mansion.

It's a beauty in exterior appearance with careful planning expressed in its various details.

The interior is a marvel of convenience. All rooms are large and well ventilated; the center hall provides direct connection to bath. A beautifully proportioned living room with arched opening into dining room, and the breakfast room is just as pleasing as can be.

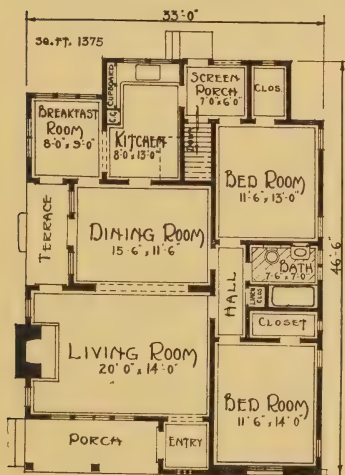


• FLOOR PLAN No. 2481



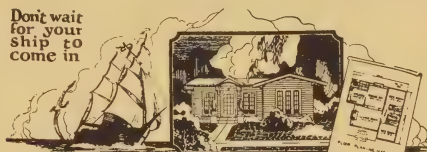
KITCHEN INTERIOR SHOWING
BREAKFAST ROOM

A snappy little Spanish bungalow home just as classy as you could wish for and very inexpensive to construct. The awning covered patio porch adds attractiveness while the enclosed entry protects the living room during stormy weather.



FLOOR PLAN - No. 2540

Don't wait
for your
ship to
come in



BUILD NOW

From everywhere the recommendation comes to you to Build a Home—Own Your Own Home—become independent and assure yourself and family protection, happiness and contentment.

These suggestions are timely, because you are in a better position to undertake Home Ownership now than ever before. You are making more money and these increased earnings should go into a home. Each day you defer building or buying a home deprives you and your family of that much pleasure and protection which you and they are rightfully entitled to.

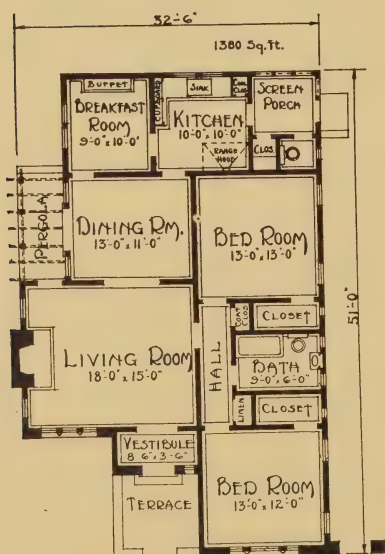
Home Building is a privilege, an undertaking which opportunity offers to all, and we are desirous of being of every possible assistance to our customers. Our Plan Service will enable you to choose ideas which will care for your requirements and reflect distinctiveness, and our dependable materials will assure durable homes.

A real home-like Spanish place that can be built on a 40-foot lot.

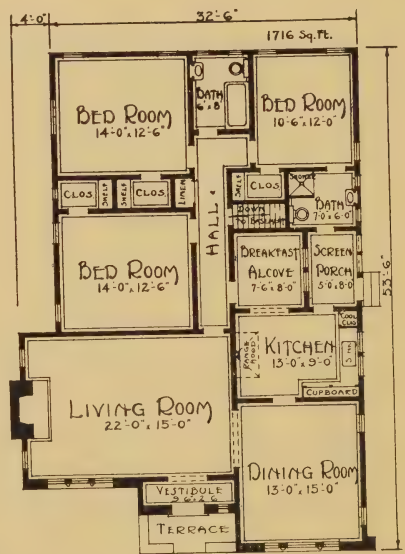
Everything is included to make it just the kind of a home you would like to call your own.

The exterior is typical of the original mission type while the interior is modernized to meet conveniences that are demanded in up-to-date homes. Every little detail has received the careful attention of competent home planning experts.

Home says—I will make for you independence and happiness, for I am the fulfillment of heart's inborn desire.

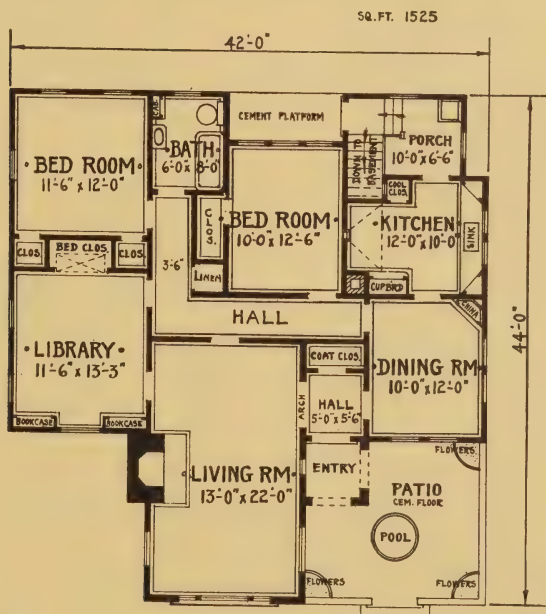


• FLOOR PLAN • NO. 1874



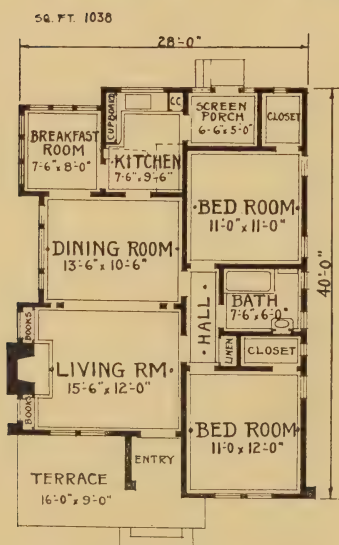
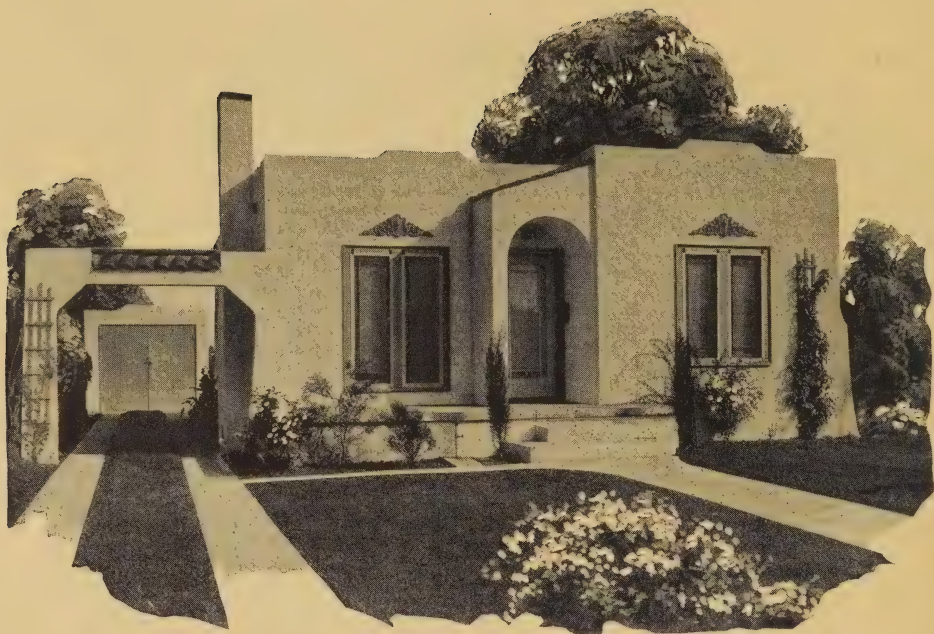
• FLOOR PLAN • NO. 2515

One of the most important departments of our business is to convey advanced styles in home building ideas. How well we are succeeding is best evidenced by the plan on this page, perfect in its every detail, charming from both exterior appearance and room arrangement and a home the most ardent critic would pronounce perfect.

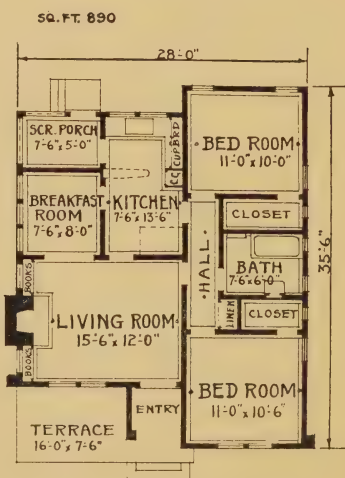


• FLOOR • PLAN • NO. 2493

Study the exterior and floor plan of this wonder home—it's a marvel of conveniences and attractiveness.



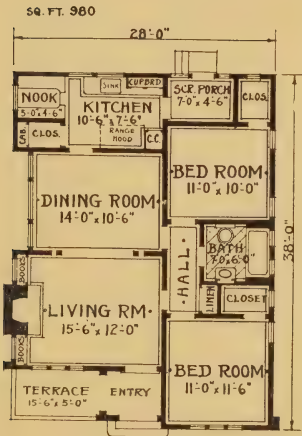
FLOOR PLAN NO. 2380



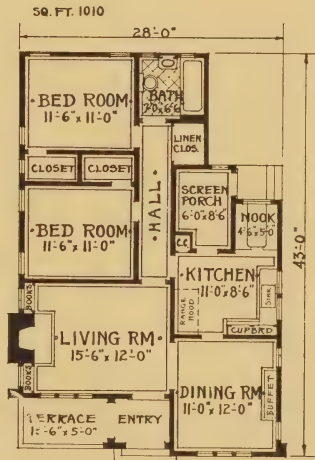
FLOOR PLAN NO. 2381

May we please call your special attention to this grand little home. Not one single detail has been overlooked. Every modern convenience has been included to make it one of the greatest home values ever developed.

Make the memories of your children reflect your sincere thoughts toward them, and give to them the protection of a home.



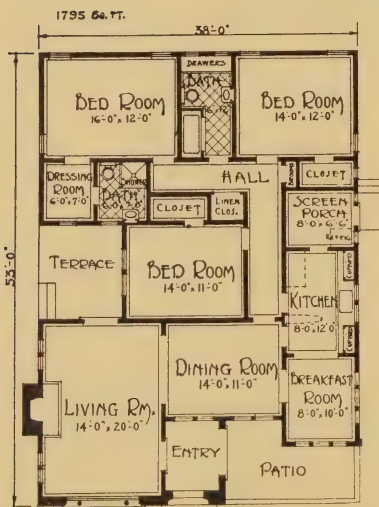
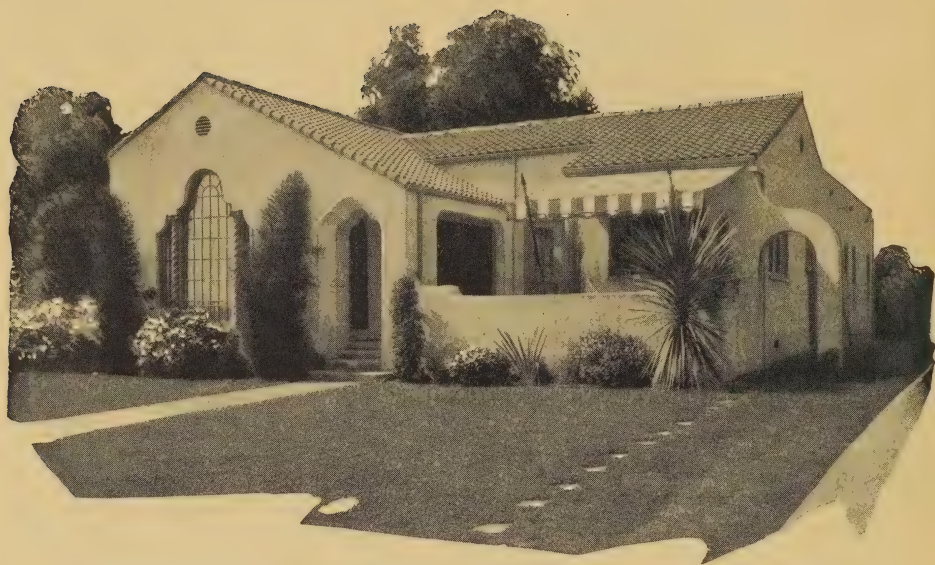
• FLOOR PLAN NO. 2378



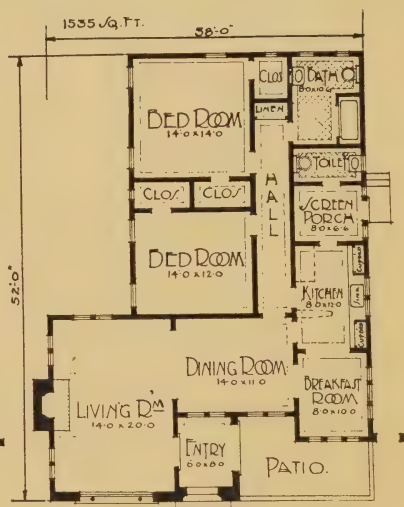
• FLOOR PLAN NO. 2379

Don't gamble with your building money. There is but one way to assure yourself in advance that the complete home will look like this illustration and be durable and that is to secure the detailed plans, insist on your contractor following them and use only standard number one materials and fixtures. Don't let a few dollars change your mind and make you sorry later—repairs and dissatisfaction are what we want to help you guard against.

You cannot add a single hour to life, but you can, through Home Ownership, add materially to its pleasure.



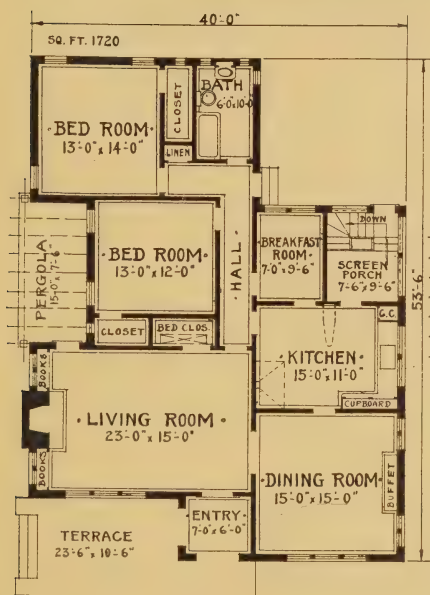
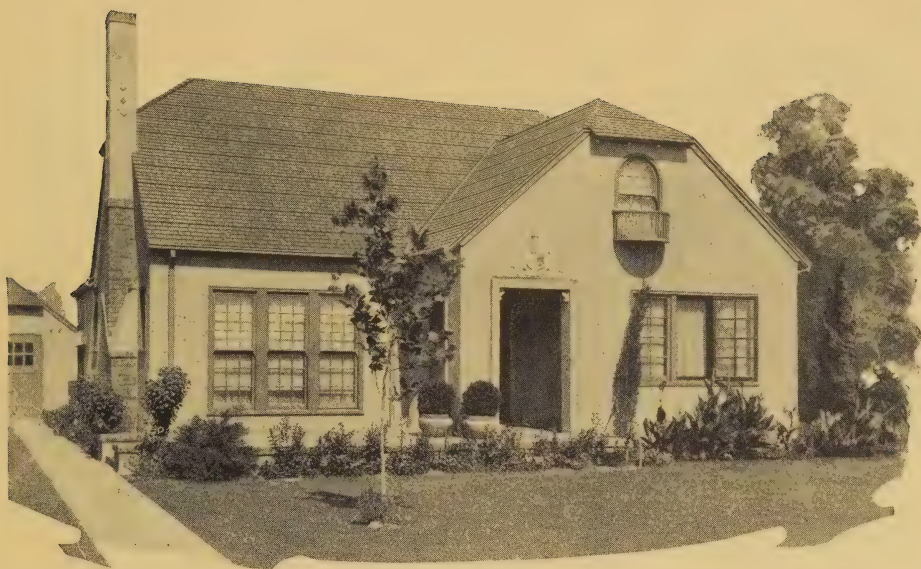
FLOOR PLAN No. 2490



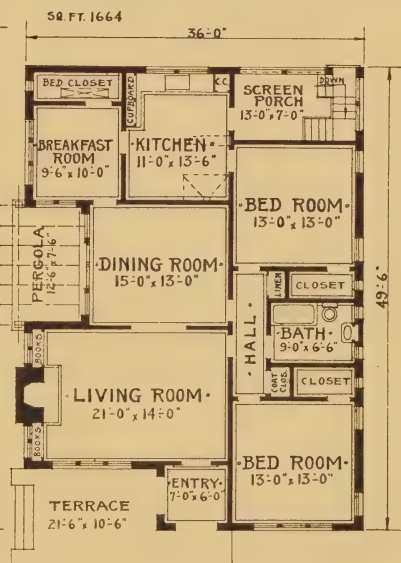
• FLOOR PLAN • No. 2491 •

Modern homes are vivid examples of progressiveness thoughtfulness and love for the higher ideals of life.

Does your present home reflect your success and give to your family the comforts and protection you want them to receive? If not, arrange to sell the old home and adopt this ideal plan to build from. It contains every modern feature assuring attractiveness and maximum conveniences, and from the alternate floor plans we hope you can make a choice in meeting your requirements.



• FLOOR PLAN • NO. 2317



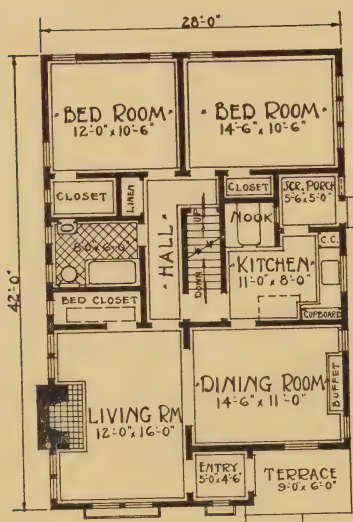
• FLOOR PLAN • NO. 2318

Ideal Homes pay dividends daily in happiness, contentment and comfort,—dividends that cannot be measured by the dollar standard, and modern homes are within the reach of all.

Here we are portraying an exterior with alternate room arrangements that reflect real home value, a plan that is practical to build anywhere.

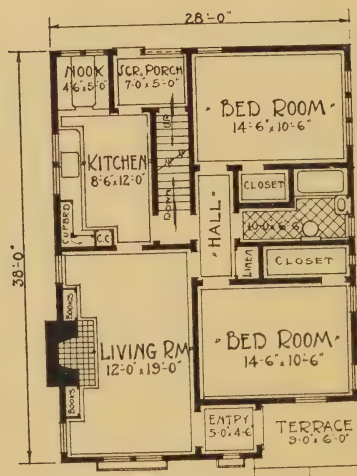


39. FT. 1125



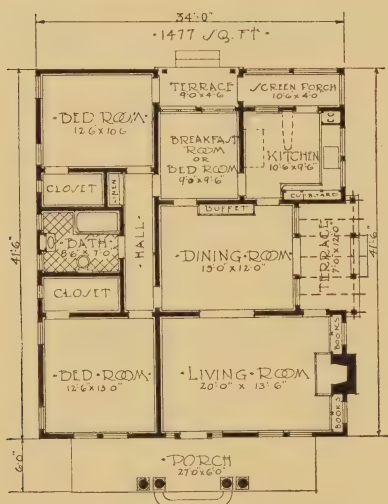
• FLOOR PLAN - NO. 2411

39. FT. 1015

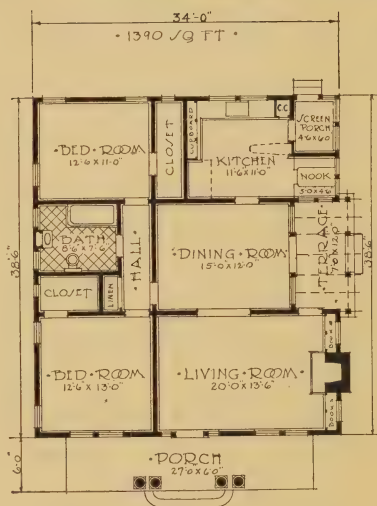


• FLOOR PLAN - NO. 2412

Careful study of this charming bungalow home will convey many unique features which you will appreciate and will welcome an opportunity of adopting. The graceful sweep of the roof, carefully spaced windows and dormer add materially in making the exterior attractive.



• FLOOR PLAN NO. 2167 •

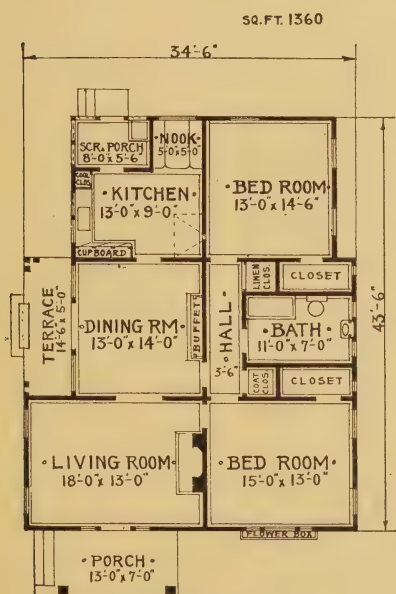


• FLOOR PLAN NO. 2168 •

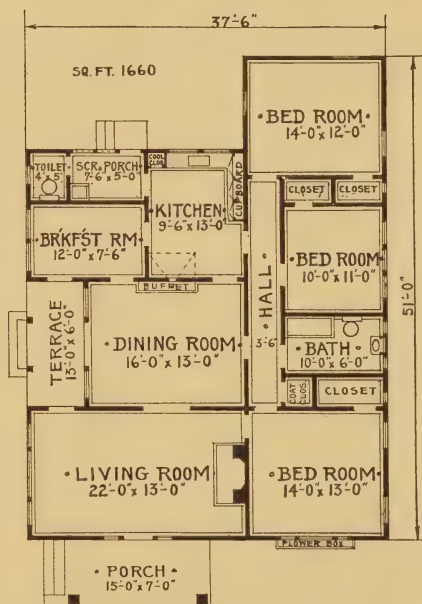
Beautiful proportion is the dominant characteristic of every detail of this home.

The red brick in exposed part of fire place chimney, white exterior and colonial green stained roof, now add color by allowing roses to climb and cling to the trellis, detailed as a part of the home, and you have one of the most effective and pleasing combinations that you could hope to attain.

There is no better way to show your love and consideration for those most dear to you than by providing an ideal home.



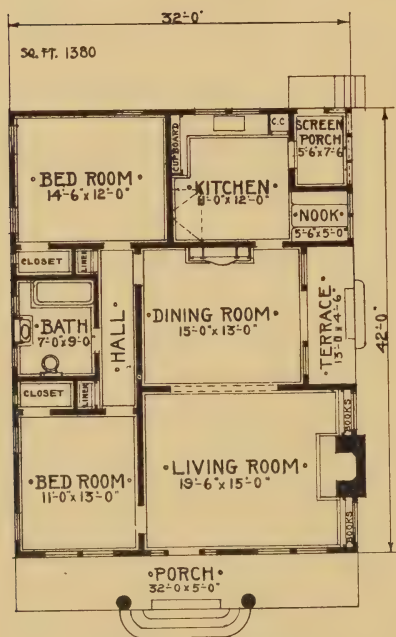
• FLOOR • PLAN • NO. 2054



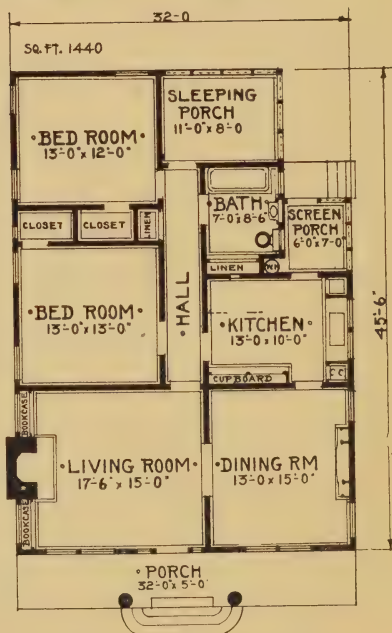
• FLOOR • PLAN • NO. 2055

Particular home builders will choose this one as their favorite.

The exterior should be painted white, cream or light yellow, and the rose trellis, flower box and trimmings in some soft tone to harmonize. The roof is constructed of shingles with double row every seventh course and stained green.

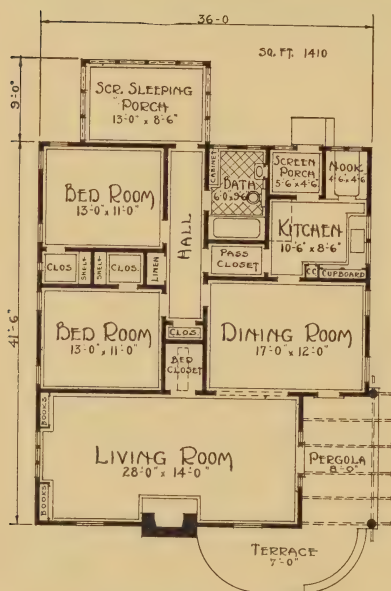


• FLOOR • PLAN • NO. 1670

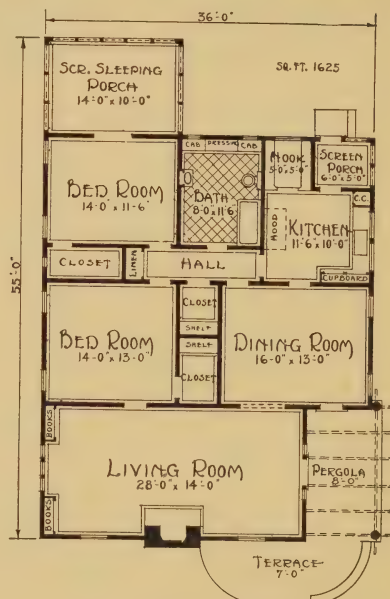


• FLOOR • PLAN • NO. 1671

There should be no question in your mind regarding the superiority of these plans. Each little detail tells a vivid story of the careful execution employed in planning and this beautiful home is but an example of what ideal homes stand for.



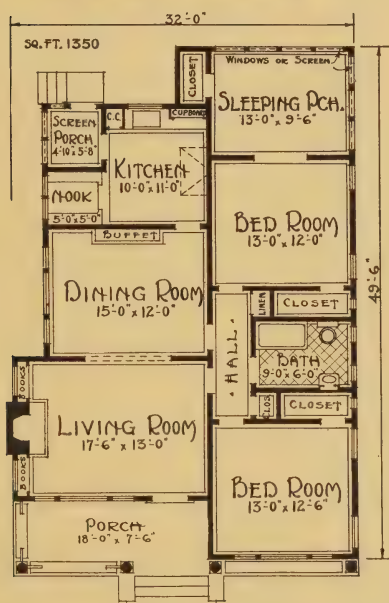
FLOOR PLAN - NO. 2605



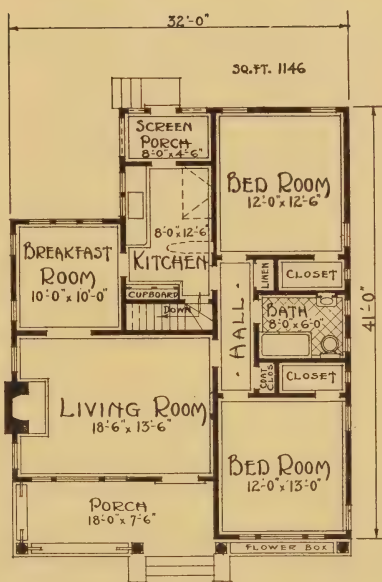
FLOOR PLAN - NO. 2606

Your first impression will be that the creator of this beautiful home was bold in designing the fireplace detail, but it is one of those distinctive ideas that makes an everlasting impression on all who view it and does add materially to the pleasing lines of this home.

The corner porch has openings into both the living and dining room and the general arrangement of the rooms are as convenient as it is possible to make them. The red brick in the chimney and porch floor edging, together with the green shutters, offer a most pleasing contrast to the white walls and moss green roof.



• FLOOR • PLAN • NO. 646



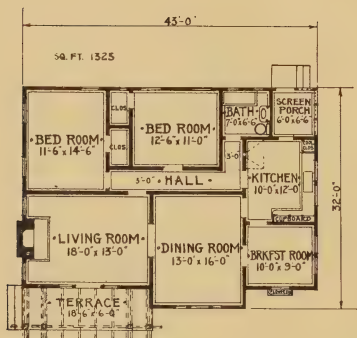
• FLOOR • PLAN • NO. 647

Absolutely different in exterior appearance and floor plan arrangement.

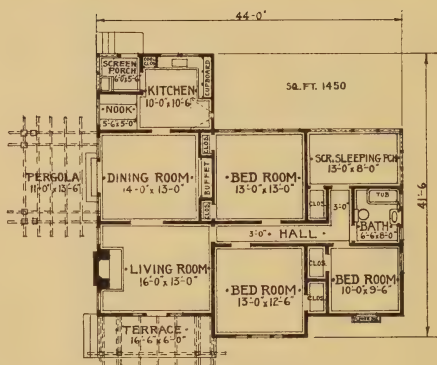
The covered porch with its vine or rose trellis, the flower boxes and cut-up windows make it a home that is different.

The lattice work in the gable ends lets you know that not one detail has been overlooked.

The interior is divided into well arranged rooms. It is a dream home made a reality.



FLOOR • PLAN • NO. 2056

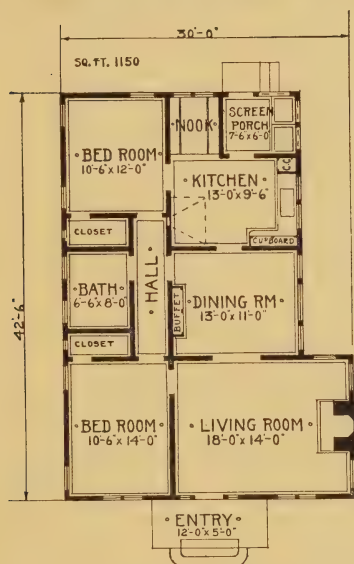


FLOOR • PLAN • NO. 2057

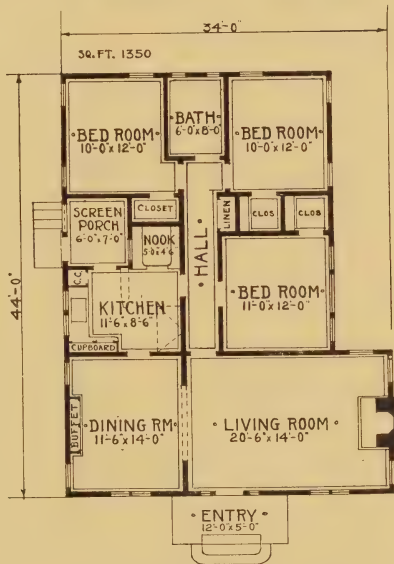
Everyone will know instantly that your home was planned by competent designers if you choose this Home Idea, it radiates individuality.

Now let's study the interior arrangements—one has three well lighted and ventilated bed rooms and a sleeping porch, living room, dining room, kitchen, breakfast nook and utility porch; that's compactness in a home of this size. The other, while smaller, is just as convenient, with living room, dining room and breakfast room, dignified with front exposures.

The happiness and success that will come to you through home ownership will also be your protection in years to come.



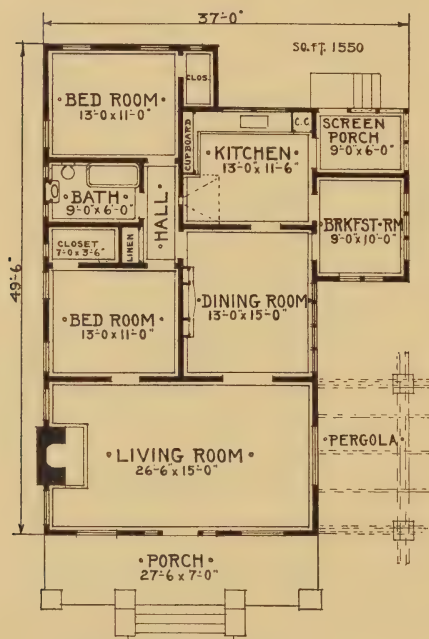
• FLOOR PLAN NO. 1582



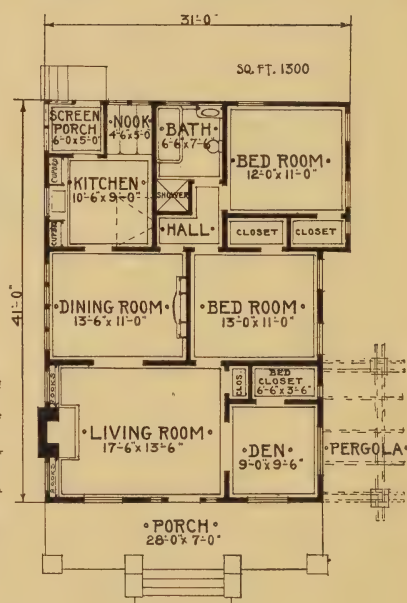
• FLOOR PLAN NO. 1583

Charming in all that the name implies is reflected from this distinctive little colonial bungalow home.

You enter directly into the living room which is spacious, and the center hall makes direct connection possible from the main rooms to bath. Very compact are the plans, in which all late modern conveniences have been included. While the main foundation is of concrete, dark red brick has been used in exposed part of porch foundation; this, combined with the white exterior, green shutters and roof, produces a typical colonial effect.



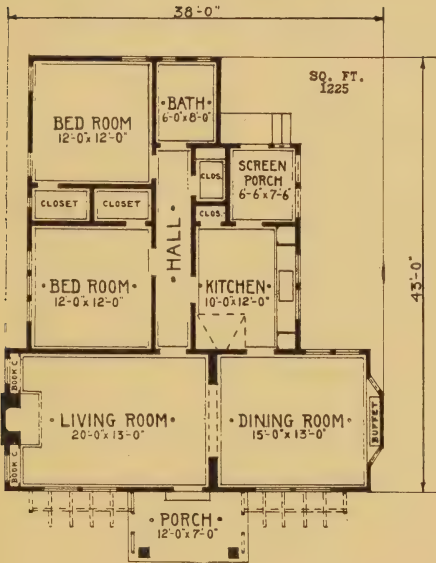
• FLOOR PLAN • NO. 1644



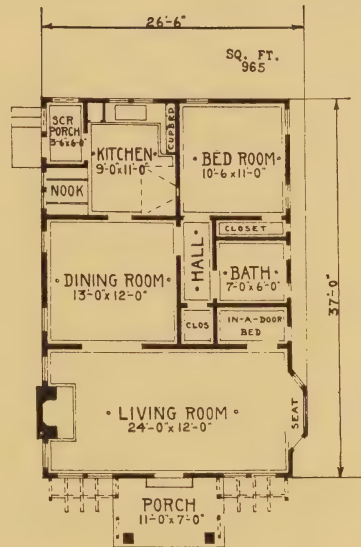
• FLOOR PLAN • NO. 1645

There is more art in home planning than the average builder realizes.

When you see a well apportioned, carefully detailed home it attracts your attention and you unconsciously make comment, possibly envy the proud possessor, and yet it costs no more to build pleasing homes than it does the ordinary kind.



• FLOOR PLAN NO. 1576

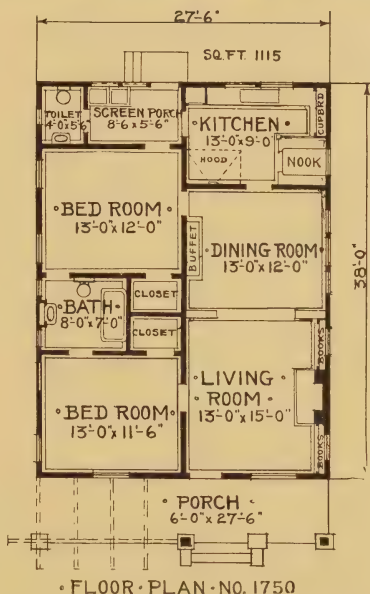
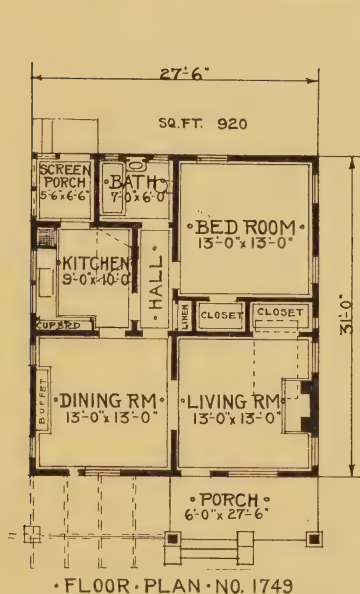


• FLOOR PLAN NO. 1577

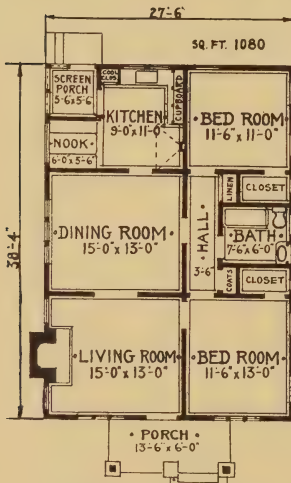
Beauty and convenience you never dreamed possible of receiving for such a small investment.

Semi-Colonial in design with sufficient number of carefully planned details to make the exterior very attractive.

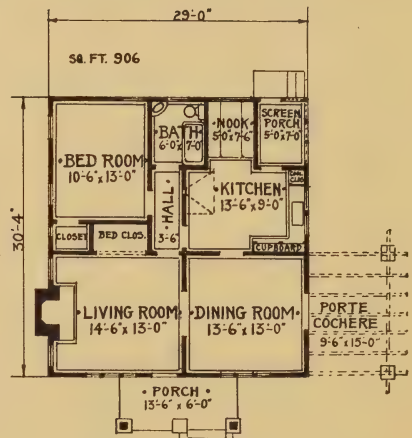
The alternate room arrangements, while compact, are most convenient with plenty of space left for placing furniture.



We believe the real reason for the popularity of this little home plan lies in the ideal room arrangement—compact, convenient and embodying all late labor and time saving conveniences, which mean so much to the housewife in transforming her duties from drudgery to one of pleasure, making possible the same amount of work in half the time.



• FLOOR • PLAN • NO. 1989



• FLOOR • PLAN • NO. 1990

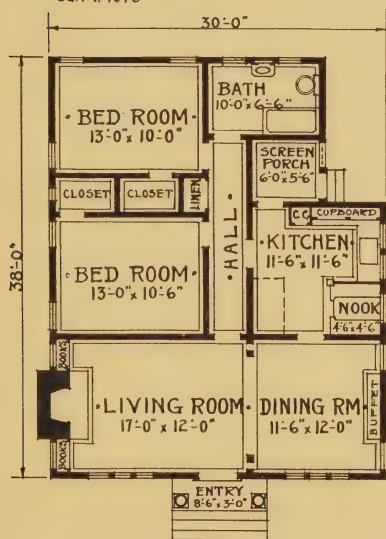
This little home radiates distinctiveness and even though it had not won first honors in competition with several hundred small home plans, it would, to many proud home owners represent the most ideal home ever created.

While the roof construction calls for composition material, the roof could be raised and shingles used if so desired.

The exterior is painted white which offers a pleasing contrast to the dark red brick in porch columns and exposed part of fireplace chimney. Then study the floor plans—so compact and convenient.

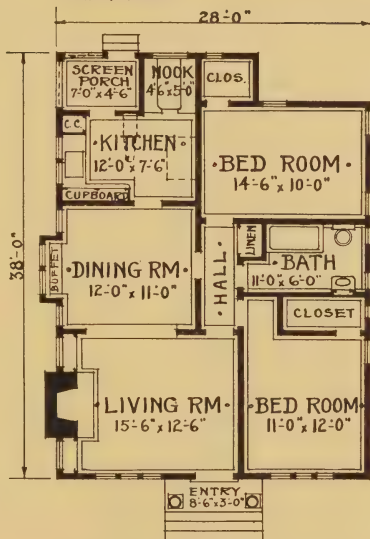


Sq. Ft. 1075



• FLOOR • PLAN • NO. 2384

Sq. Ft. 1030



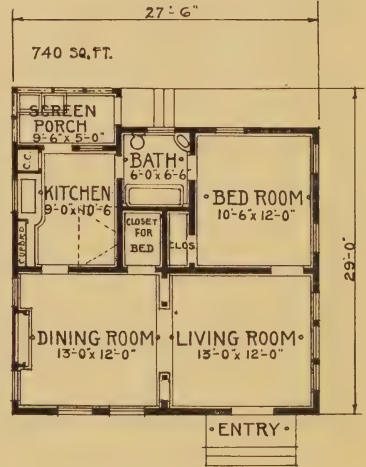
• FLOOR • PLAN • NO. 2385

To be sure your new home will be worth all it cost to build, have your contractor follow fully detailed plans and use only durable materials. A few dollars invested in these thoughts will represent real thrift.

Isn't the atmosphere of this home an inviting one, and doesn't it make you feel as though you could walk right in and call it home? That is what careful thought in planning assures.

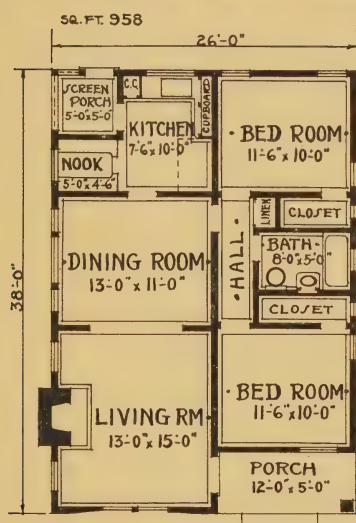
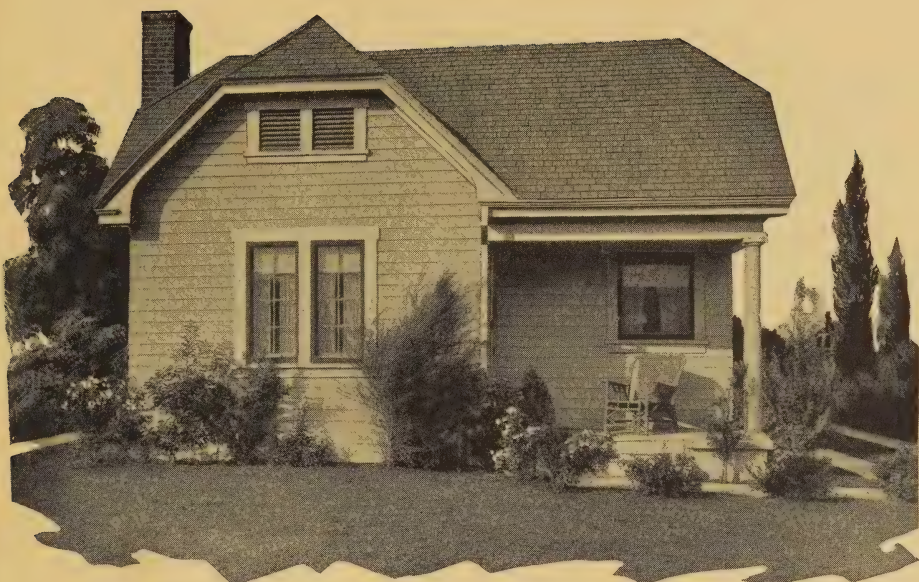


• FLOOR • PLAN • NO. 2521

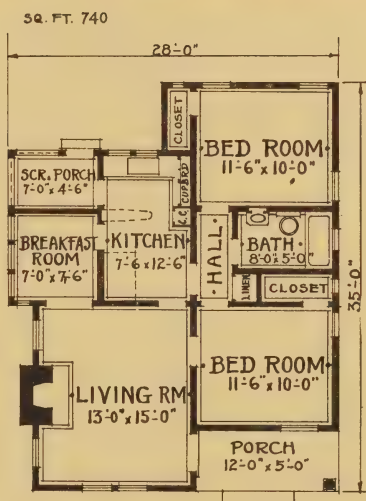


• FLOOR • PLAN • NO. 1600

This simple little home is one of the most popular we are showing; there are just enough details added to make it attractive and because of the small ground space it occupies it meets many requirements. Quite a few have adopted it to build as an emergency home, later to be utilized as a garage and servants quarters, or it may be built on the lot where you want your permanent home to be and added to later on. Several of these built on one large lot—termed Bungalow Court—have proven very popular and represents one of the best investments you can make.



• FLOOR PLAN NO. 2372

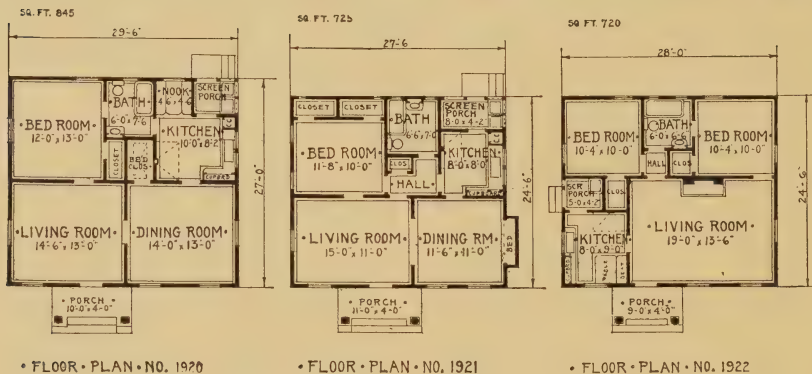
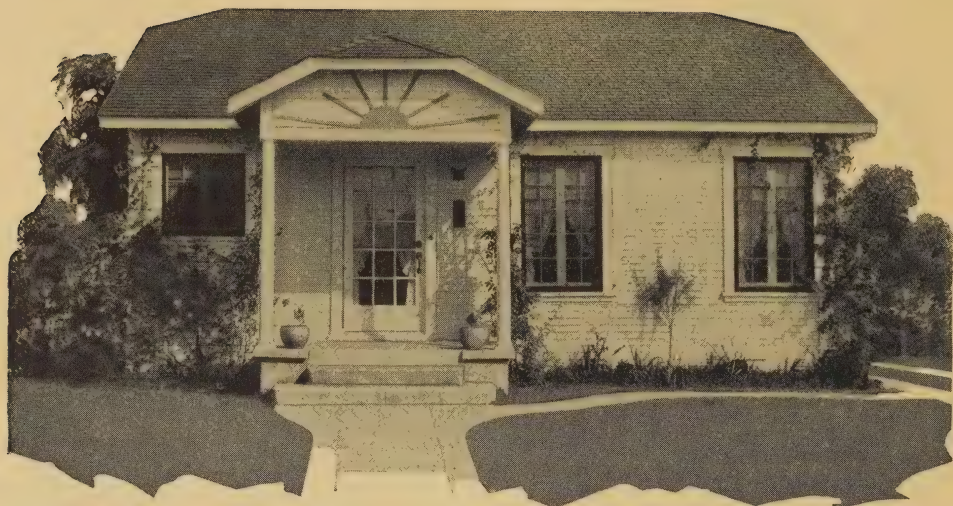


• FLOOR PLAN NO. 2373

This new modern way to home building means the saving of dollars and time for you. Plans should be followed in building even the most inexpensive homes.

In this little creation simplicity has been followed throughout yet the exterior is most pleasing and the rooms so arranged as to permit of maximum space and conveniences.

We know of a community entirely built up with homes of this size and general arrangement, and it is a district that is more than worth while to visit.



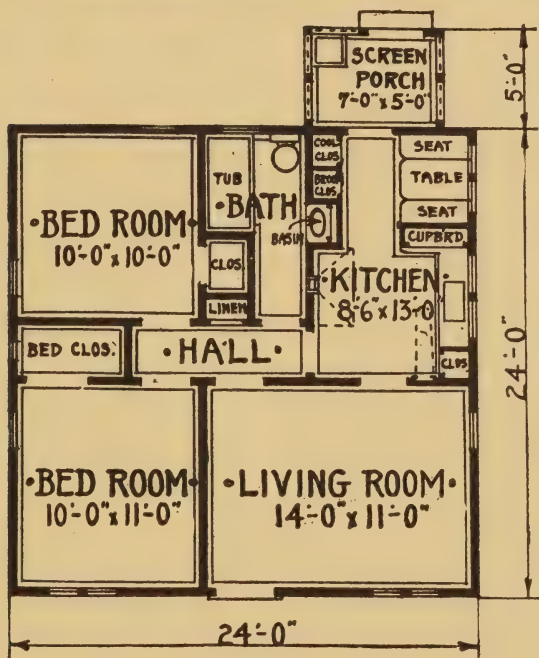
Investment builders and land lords adopt and use these plans because of the attractiveness and modern conveniences, together with their low construction cost, assuring immediate occupancy either for rent or sale.

Here are three floor plans to choose from, each conveying a different arrangement. This idea has been widely adopted for individual homes, also constructed on rear of lot for income and several of them grouped on one lot form an attractive bungalow court.

It's a dandy little plan any way you decide to use it.

"All around you is evidence of Determination. What others have done you can do. Build a Modern Home."

It is just as necessary to secure competent advice in building garages as homes. The building plans will eliminate mistakes and waste.

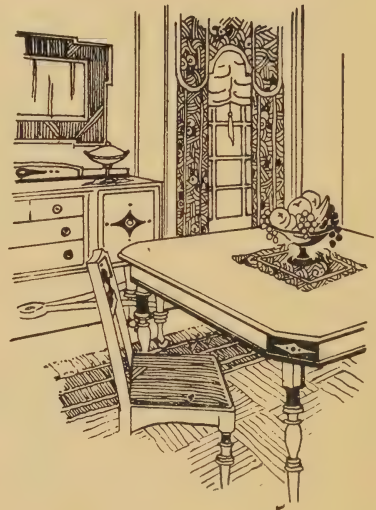


PLAN NO. 1968

Desire and longing for home is inborn in every living thing. The instinct exists alike in birds and men; each provides homes to meet and care for their own individual requirements. Therefore each home builder must determine the amount of money they are able to invest and select plans with sufficient room space to care for existing needs and yet build within their means. That is why we feature such a large variety of ideas.

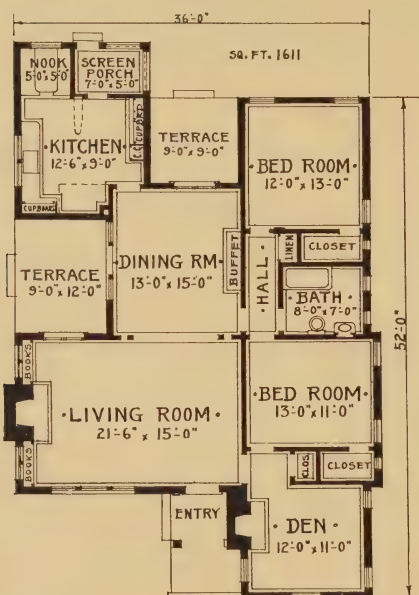
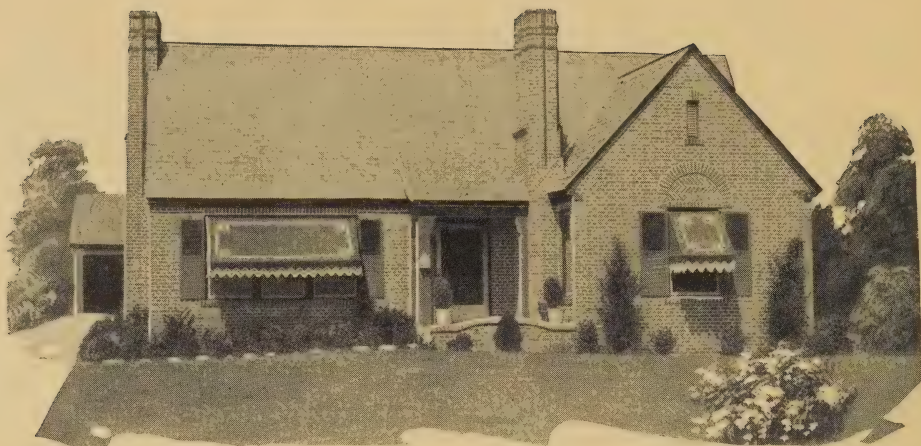


• FLOOR PLAN - No. 2522

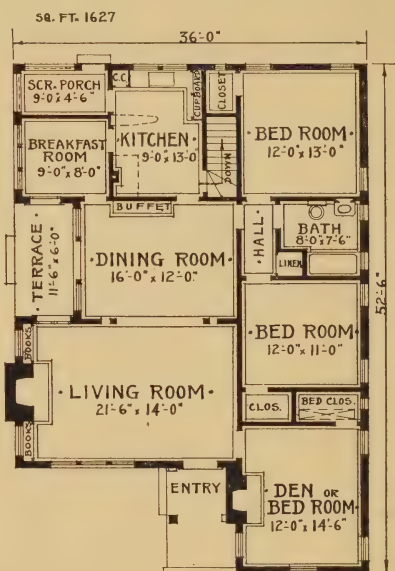


Artistic, perfect in its every detail, both inside and out, is this charming home, and just as beautiful with exterior in stucco or shingles. When they create homes more attractive, you will still find them featured in our service.

Every parent's duty is to rightly train their children and instill into their minds, love for home.



• FLOOR PLAN • N0.B 646



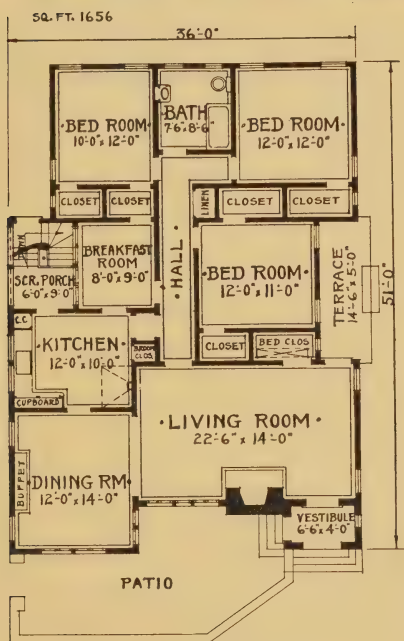
• FLOOR PLAN • N0.B 718

The outstanding features of this attractive home are the two fireplaces with their exposed dominating chimneys.

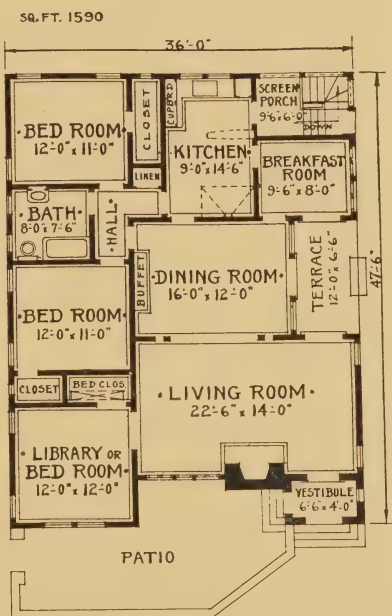
The spacious living room with built-in book shelves—terrace that provides ideal exposures—large airy rooms—ideal window spacing—small connecting hall, with the most modern conveniences incorporated throughout.

A brick home, a snappy, durable design that cannot help but please.

The unnecessary expense wasted by the average family each month would care for all home building obligations.



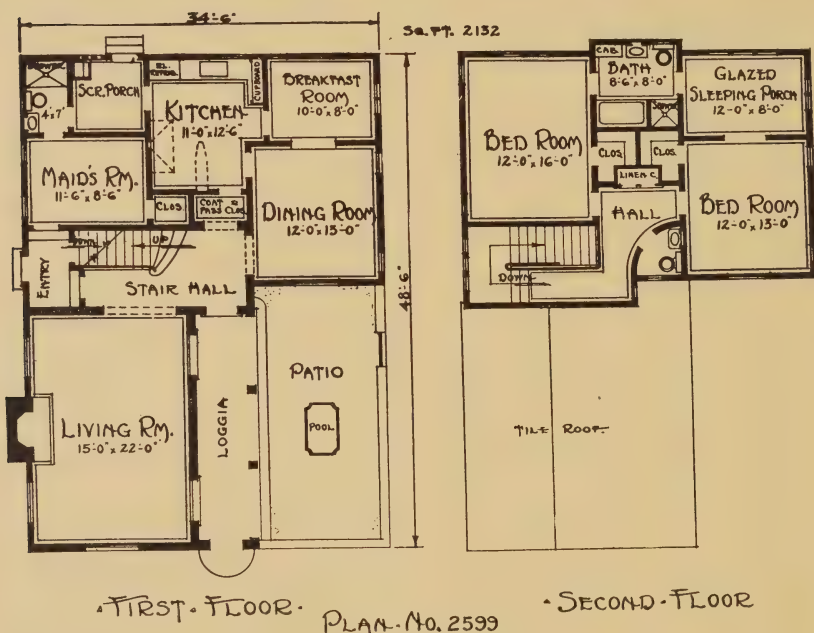
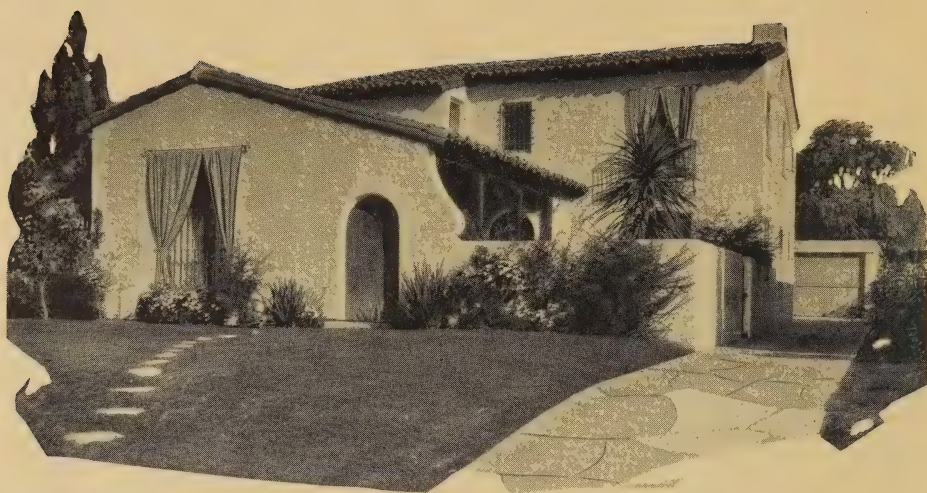
• FLOOR PLAN • NO. B709



• FLOOR PLAN • NO. B715

The time has come when every home builder should invest their money only in carefully planned homes constructed of the best of building materials. It's folly to expect something just as good for less.

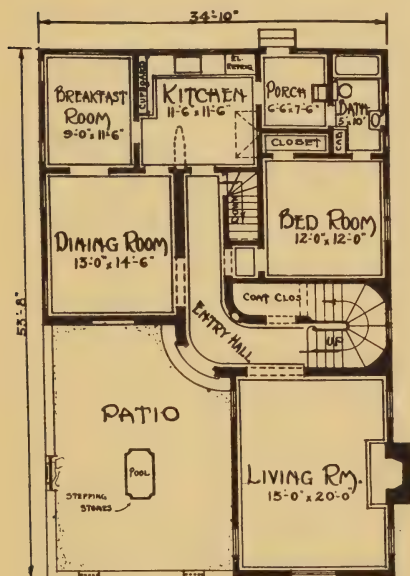
This home appeals because it is different, practical and attractive, and from the two interior arrangements we hope a sufficient number of rooms are shown to care for your requirements.



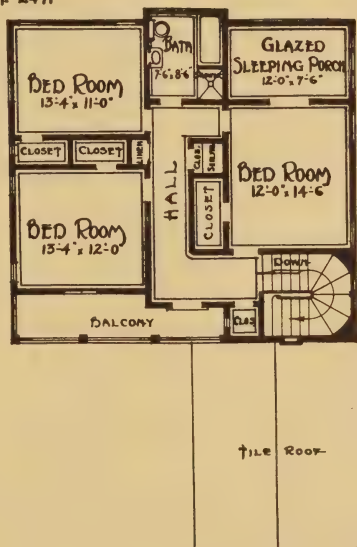
Some of the most skilled home designers in America have embodied their best efforts into the homes featured in this book, and this ideal plan is a vivid example of modernized thoughts.

The connecting loggia and patio form a unit that is mighty pleasing.

The living room with beamed ceiling is a spacious affair and on the second floor is located two large bedrooms, a glazed sleeping porch with connecting bath and shower.



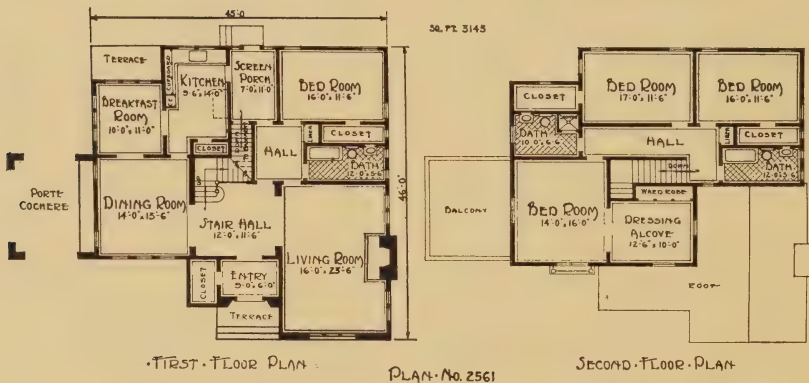
SE. TP. 2471



FIRST FLOOR . PLAN NO. 2596 . SECOND FLOOR .

A real pretentious Spanish Home, one that reflects the very latest ideas in two-story planning, a home the most exacting will concede is perfect in both exterior detail and room arrangement.

No man has reached his full stature as a Man, a Father and citizen until he can boast of Home ownership.



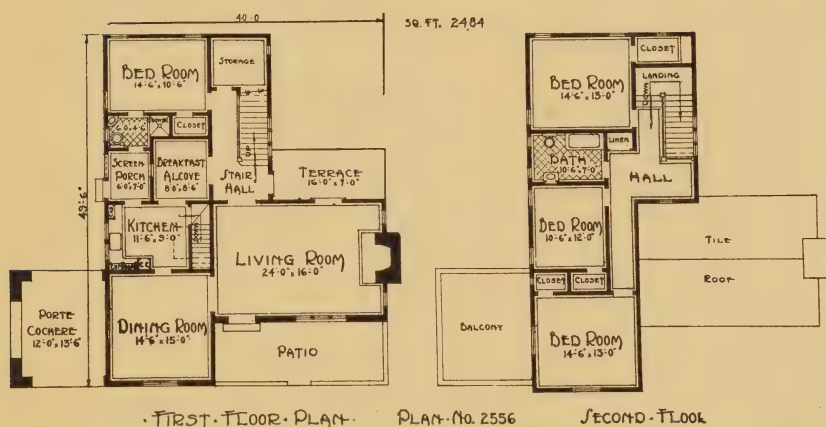
The right to Home Ownership is founded upon determination, thrift and consistent efforts.

At the same time, not to fulfill our moral obligations in making ideal homes a reality is failure of life's duty.

THE HOME BEAUTIFUL

A very late idea in modern home building—one that commands respect and consideration both from exterior appearance and interior arrangement. It conveys a home that cannot help but make strong appeals for adoption.

"Other investments may look attractive, but the first and greatest investment is a Home of Your Own."

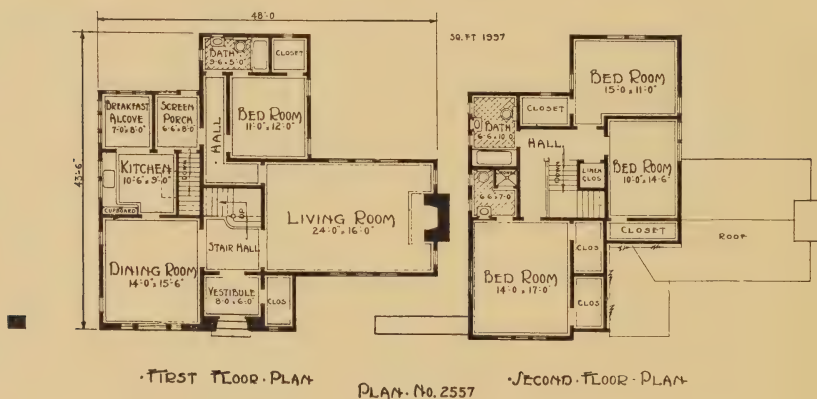
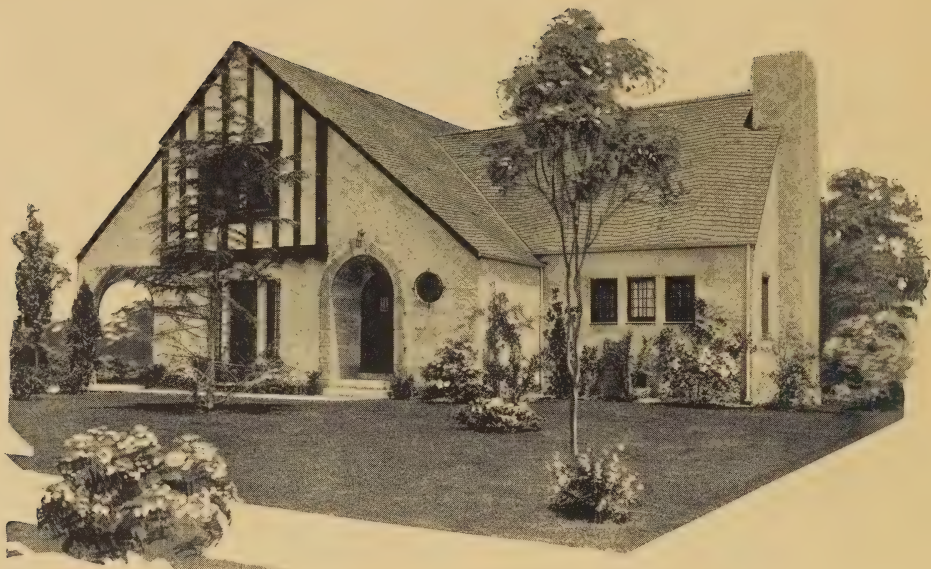


Your home investment, whether large or small, should be given the most careful consideration.

They don't build homes like this by guess—careful planning is the only thing that makes it possible.

Yes, it's unique, very attractive, beautifully proportioned and substantially designed, and a home you can adopt and build anywhere.

Too much cannot be said in favor of home ownership, for the possession of a home distinctly stands as man's greatest achievement.



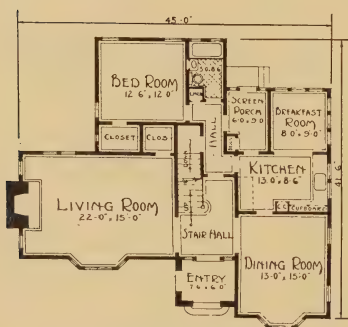
Desire, determination and consistent efforts are necessary applications in acquiring homes.

HOME—a great character founded on love, contentment and protection, and Real Planned Homes are a joy forever.

This wonder home reflects so much attractiveness and contains such ideal division of rooms as to command your earnest consideration. It would be equally as attractive in brick, shingles or siding.

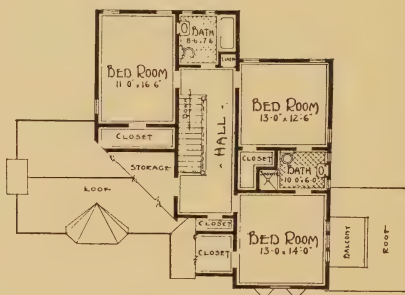
Surely you could not help but be proud of a home constructed from this plan.

There is an air of prosperity about a well planned home that reflects independence and comfort within.



• FIRST FLOOR PLAN •

34'-0" FT. 2510



• SECOND FLOOR PLAN •

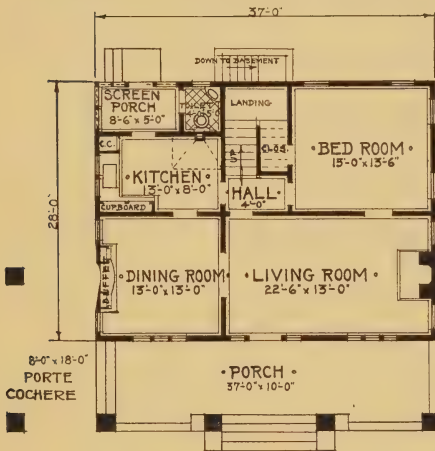
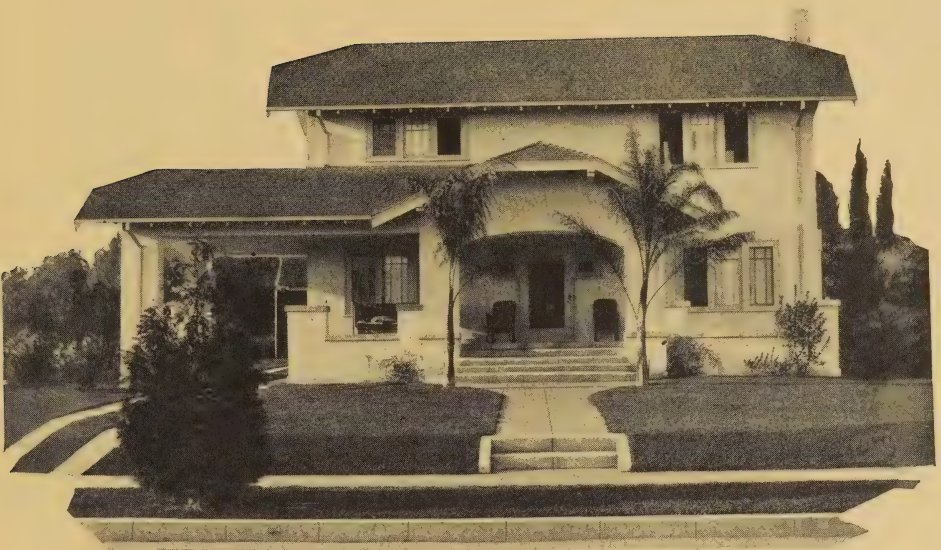
PLAN No. 2558

The money you invest in real estate and improvements, protected by insurance, represents the safest investment possible, also the happiness and success that will come to you through home ownership will be your reward in years to come.

Surely the charms and attractiveness of this ideal home will strongly appeal to you, and after you have analyzed the modern, compact and convenient interior you will want to make immediate arrangements for the construction of a home from these plans, for this is the very last word in Modern Home Planning.

Meeting payments on a home will instill thrift which will be practiced by each member of your family.

Homes are made a reality not by thought but by perseverance and thrift.



• FIRST • STORY •

54. FT. 2329



• SECOND • STORY •

• PLAN • NO. 1773

Individuality commands respect and consideration; that is why you should build distinctive homes.

You cannot help but admire and respect the distinctiveness of this attractive, convenient home, because in it are created details that are beyond criticism.

While the exterior is shown in stucco it would be equally as pleasing in either brick or frame, and because of its spacious frontage, it has every appearance of a home costing many times its investment. In design it is referred to as a Chalet type and is practical to build in any climate. The interior arrangement is a model of convenience, the rooms being so arranged as to give the builder maximum home value with attractiveness.

We Acknowledge With Appreciation—

The cooperation received from those firms who have dignified the pages of this book with their advertising messages of information to Home Builders, and also to the artists, printers, ink manufacturers, engravers and paper firm who so earnestly contributed their best efforts and services throughout the development of this modern homes book.

The art work was executed by Mr. J. D. Johnsen, who recently startled the world with his combination half-tone and line illustrations for the Palos Verdes Estates; his efforts contributed largely to the pleasing appearance of this book.

The snappy, deep etched, outlined cuts which produce the clean-cut details that each illustration conveys, are the work of the California Engraving Company, of Los Angeles. Those who are familiar with engravings will pronounce the results of their efforts as being perfect.

The 120 lb. "Cameo Plate" paper used for the covers and the 80-lb. "Silkote" stock for the inside pages represents a combination which the most exacting would hesitate to criticize.

The printing executed by the Western Stationery Company, of Whittier, tells a vivid story of their modern equipment and ability to turn out work of the highest character, snappy details, even impressions, void of any signs of offset.

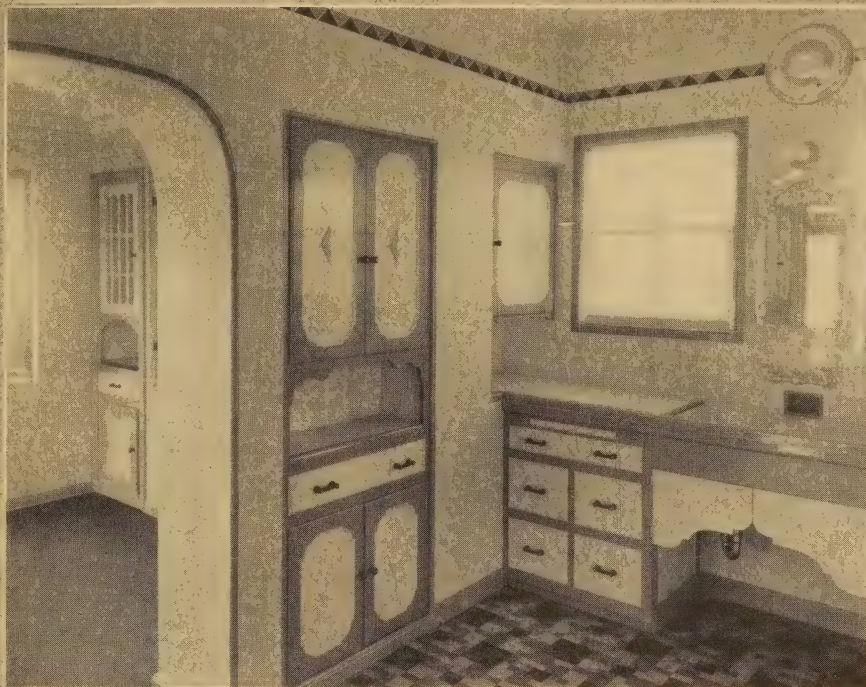
The ink used was specially created by Graphic Arts Ink Co. and plays an all important part in producing the attractiveness which this book reflects.

LUMBERMEN'S SERVICE ASSOCIATION.



Before and After Remodeling





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**For the Bathrooms and Kitchen—
Over 60 colors to choose from**

Beautiful tile is an everlasting joy to Home Owners and they add many dollars over cost to the intrinsic value of your home.

The fact that more POMONA Bathroom and Kitchen tiles are used in California than any other make is a recommendation for which we are justly proud—one which calls for your serious consideration.

Make sure POMONA TILE is specified in your contract—and if possible visit one of our display rooms.



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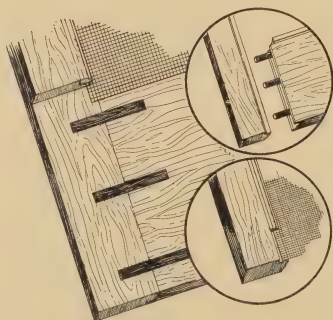
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POMONA, CALIF.

217 South La Brea
LOS ANGELES

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Corners of Strength

This is a close-up of one of the famous "corners of strength"—an important feature of all Hipolito Screen Doors and Window Screens. By actual test, it has upheld the weight of eight men without breaking. Furthermore, our unconditional guarantee means that every Hipolito screen has to satisfy you or we'll take it back. Ask about them today!

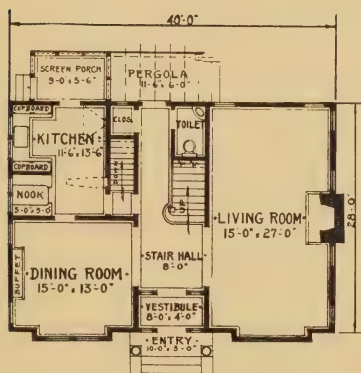
**[Hipolito Window Screens and
Screen Doors are sold by
Lumber Dealers--ask yours.]**

HIPOLITO COMPANY

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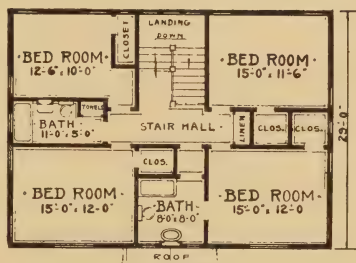
Phone WEStmore 6131



• FIRST STORY •

• PLAN • NO. 2392

50. FT. 2343



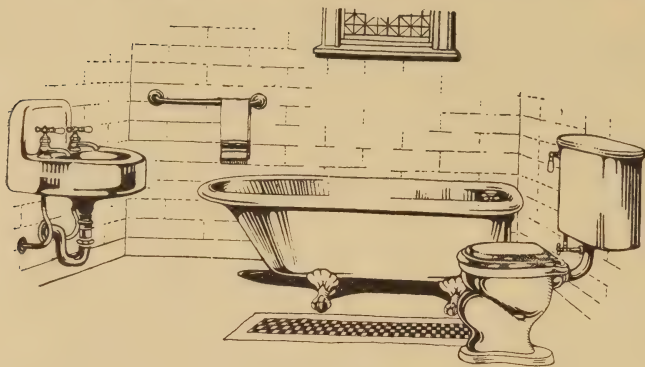
• SECOND STORY •

Are you making it possible for your children to refer back to their childhood days as being surrounded with ideal home environments?

Here is a Colonial designed home that will meet all of your requirements, for this wonderfully well proportioned and carefully detailed home plan contains features that you cannot help but appreciate, and after studying both the exterior and floor plans in detail you can come to but one conclusion, that this plan is ideal and will develop into just the home you would love to own.

Modern Interiors provide convenient places for everything. They are sanitary, inexpensive and indispensable.

15 Years Ago



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Room
WAS
Modern**

But, Today ➔ ➔ **Remodel-Modernize** **Your Home » »**

The bath rooms and kitchen in your home should be modern, convenient, sanitary and beautiful, because 70% of the housewife's time is spent in these two rooms.

Guests and visitors judge the condition of your home by the smartness of your bath room and kitchen!

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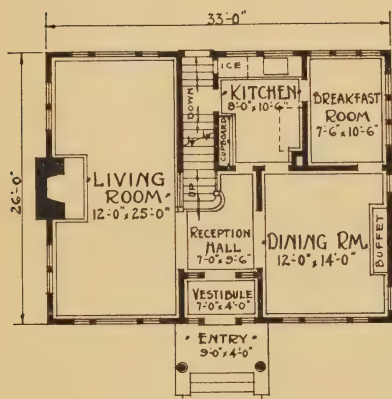


Southwestern Portland Cement Co.

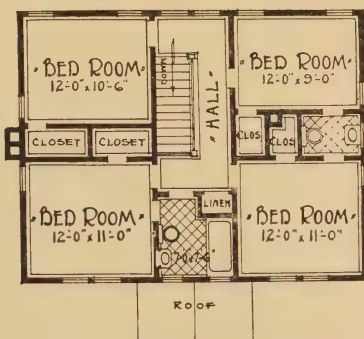
605 H. W. Hellman Bldg.,

Los Angeles, Calif.

Telephone TRinity 6946



Sq. Ft. 1734



• FIRST • FLOOR •

• SECOND • FLOOR

• PLAN • NO. 2444

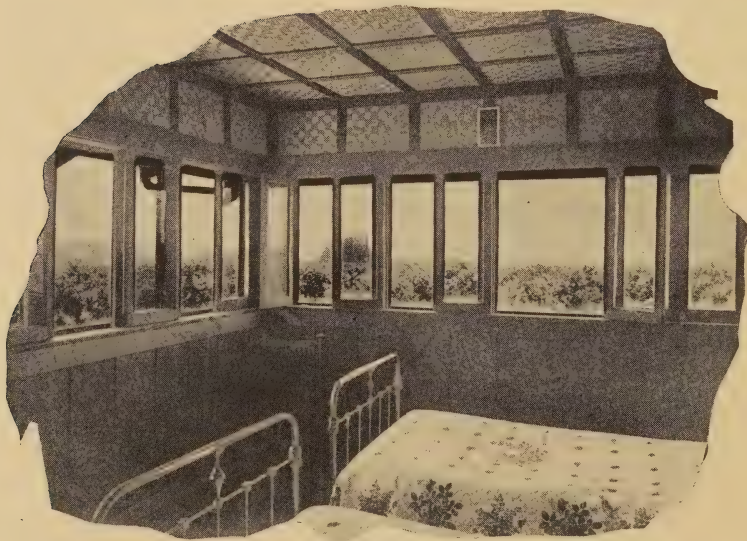
Dignity with modern conveniences and a compact floor plan that assures greatest possible home value. No other architecture will ever surpass Colonial in beauty and durability. Every detail of construction, each tree, shrub and flower adds to its attractiveness, and there is no place in this wide world where it looks out of place.

This ideal plan is an exception and when you compare the number, location and division of the rooms with the square footage, it is then you will realize just what a wonderful bargain home plan we are offering for your consideration.

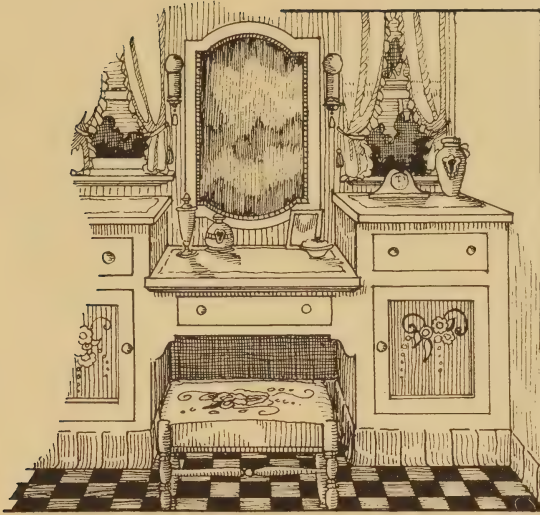
“Are you making it possible for your children to refer back to their childhood days as being surrounded with ideal home environments?”



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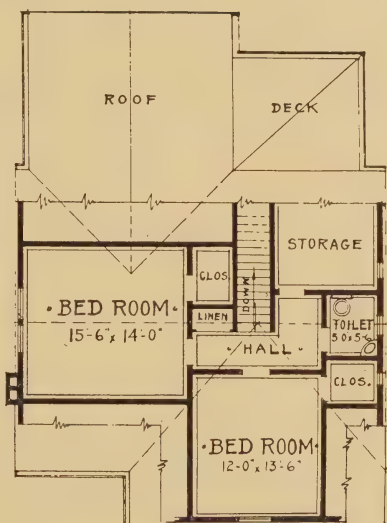
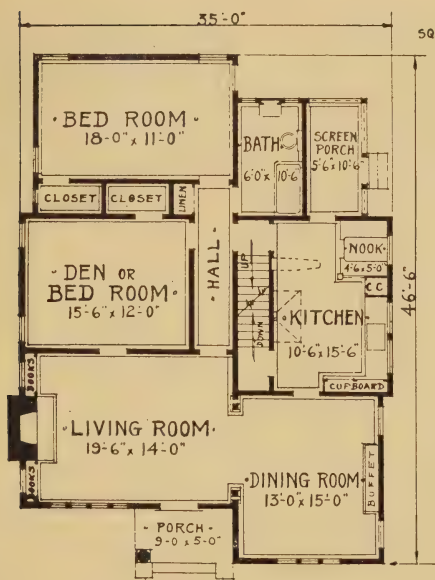
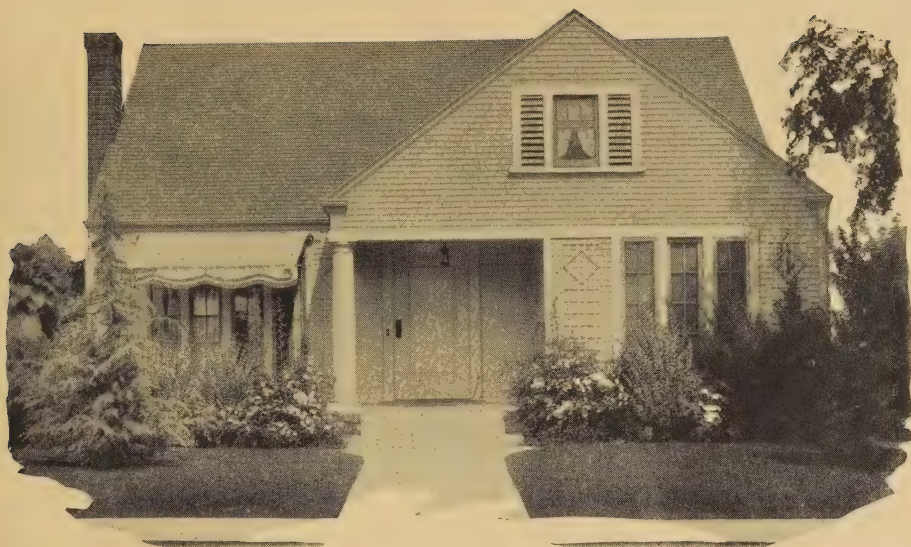
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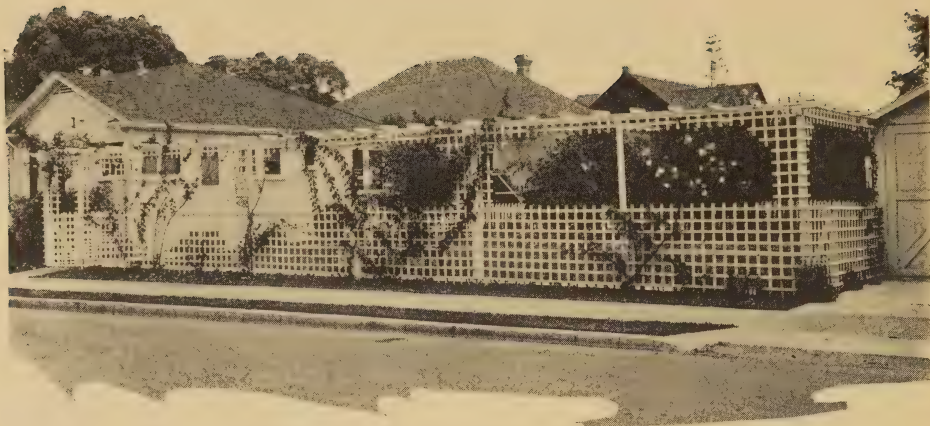


• FIRST STORY

• PLAN NO. 2404

• SECOND STORY •

Remember, distinctive homes are priceless possessions and are worth all of the sacrifices and efforts you make in acquiring them.



*The Attractiveness, Usefulness and Small Cost of Trellis Fences
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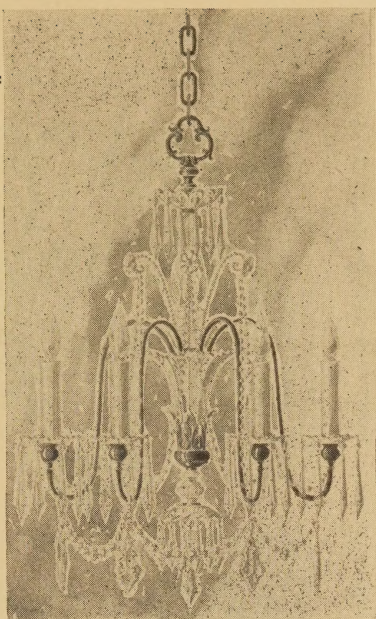
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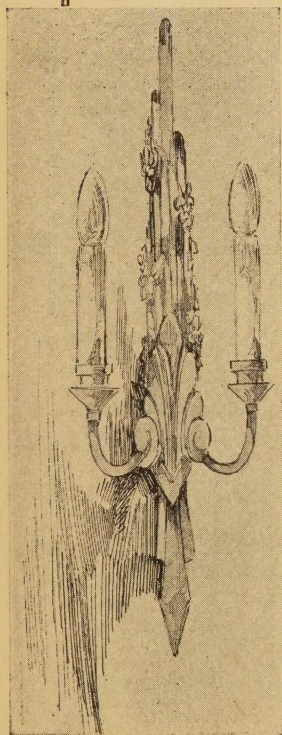


YOU ARE PRIVILEGED
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From the most complete assortment of modern ideas ever assembled—at prices that will represent real worth-while savings for you.

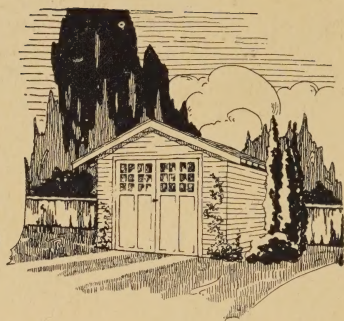
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If you cannot visit this display in person—send us floor plan arrangement of the new home or the place you are to remodel and we will submit sketches of fixtures with prices that will assure you complete satisfaction.

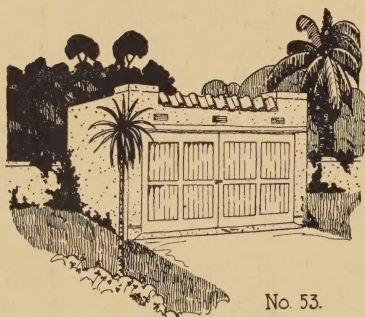




No. 50.



No. 51.



No. 53.



No. 54.

HERE ARE FOUR PRACTICAL, MODERN GARAGES FOR YOU TO CHOOSE FROM.

Numbers 50 and 54 are single garages and plans are available in the following sizes:

(12x14), (12x18), (14x16) and (16x18).

Numbers 51 and 53 are double or two-car garages, and plans are available in sizes:

(20x18) and (22x20).

The detailed plans are furnished at \$5.00 per set.

It is just as necessary to secure competent advice in building garages as homes. The building plans will eliminate mistakes and waste.

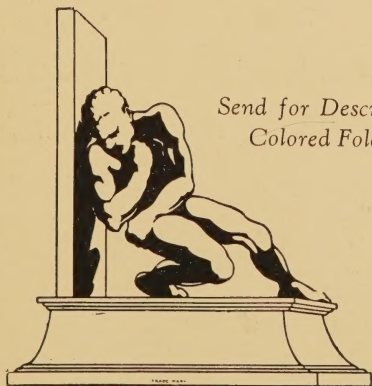
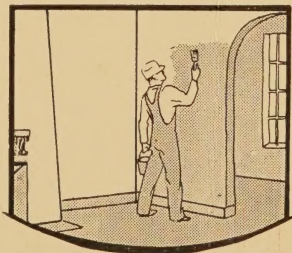
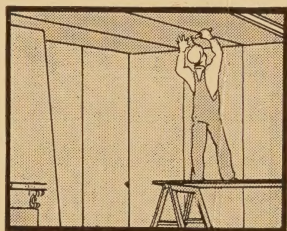
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